

Tech Ecosystem Consumer Insights Dashboard: Contents

Executive Summary

- Total Average Number of Connected Devices Per US Internet Household
- Total Average Number of Connected CE Devices by Technology Adoption Segment

Adoption of Consumer Electronics Devices

- Historical Trends in Adoption of Consumer Electronics Products

CE Device Purchases & Intentions to Purchase

- Computing & Home Networking Devices Purchased in the Last 6 Months
- Home Video Devices Purchased in the Last 6 Months
- Audio Devices Purchased in the Last 6 Months
- Portable Devices Purchased in the Last 6 Months
- Consumer Electronics Device Purchases and High Intention to Buy
- Computer & Home Networking Devices Purchase Intention
- Home Video & Gaming Devices Purchase Intention
- Audio Devices Purchase Intention
- Portable Devices Purchase Intention

Competitor Moves: Brand Share in Select Categories

- Top Brands of Desktop PC Purchased or Received
- Top Brands of Laptop Purchased or Received
- Top Brands of Smart TV Purchased or Received
- Top Brands of Streaming Media Player Purchased or Received
- Top Brands of Gaming Console Purchased or Received
- Top Brands of Soundbar Purchased or Received
- Top Brands of Smartphone Purchased or Received
- Top Brands of Wireless Earbuds Purchased or Received
- Top Brands of Tablet Purchased or Received
- Top Brands of Smart Watch Purchased or Received
- Top Brands of Smart Tags Purchased or Received

Primary Streaming Devices

- Primary Streaming Video Device
- Primary Smart TV Operating System
- Primary Connected TV Platform

Appendix

