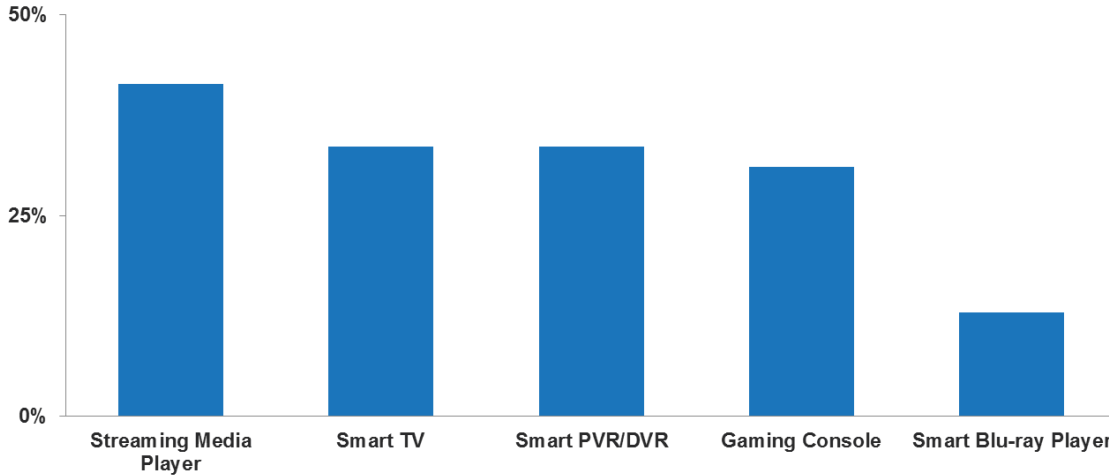


Daily/Almost Daily Usage of Device to Access Online Content

U.S. broadband households that own and connect these devices to the internet



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Consumer Analytics Team



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SYNOPSIS

Consumers today have a variety of options in devices that can be used to stream content to screens within their homes, including computers, mobile devices, streaming media players, game consoles, and other connected CE platforms. This consumer research looks beyond household penetration to identify which entertainment products are connected and used in different rooms of the home, the commonality of these connected combinations, and the content sources used for each.

ANALYST INSIGHT

“Content companies benefit from understanding how viewership patterns might differ depending on where consumers are viewing their content and on which devices. As smart TVs gradually expand to other rooms in the household, they will begin to replace other device types with similar functionality. Once a critical mass is reached, will content companies still need to create apps for multiple types of platforms?”

— Kristen Hanich, *Research Analyst*, Parks Associates



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Consumer Analytics: CE Devices & Mobility Track

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Published by Parks Associates

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