

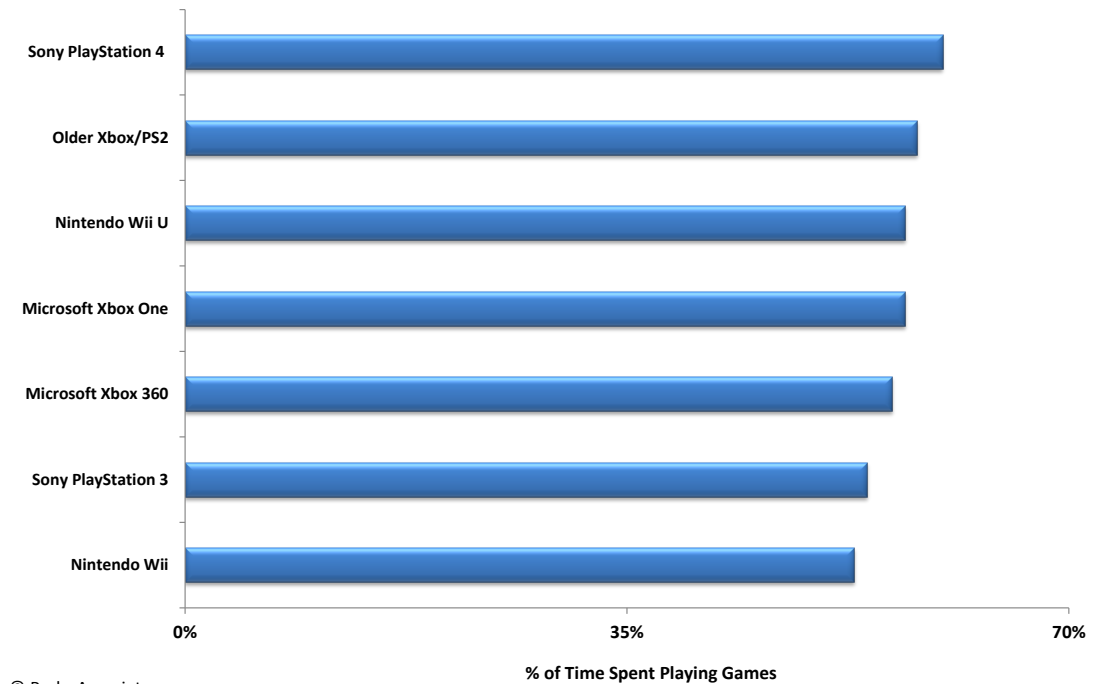
By **John Barrett**, *Director, Consumer Analytics*, **Yilan Jiang**, *Manager, Consumer Research*, and **David Mitchel**, *Research Analyst, Parks Associates*

SYNOPSIS

Connected Gaming Consoles analyzes the role of gaming consoles as a platform for online video and other types of non-gaming content. It features an overview of gaming console adoption and the penetration rate of specific products. It assesses the extent to which consumers are using gaming consoles to access online content relative to alternatives like smart TVs and streaming media devices. It also has an in-depth investigation of digital media use on gaming consoles with data broken out by specific products. Particular attention is given to balance between gaming and non-gaming use of each platform.

Percentage of Time Using Console for Gaming by Type of Console

(U.S. Broadband Households that use Gaming Console more than other Connected CE in Household)



ANALYST INSIGHT

“The advent of streaming media devices will have a significant impact on the market for gaming consoles by providing alternative platforms that appeal to casual gamers. At least some of the space once occupied by the Wii will shift towards streaming media devices.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Connected Gaming Consoles

About the Research

Previous Research

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- The Reinvention of Gaming Consoles (Q2/14)
- Digital Lifestyles: U.S. (2nd Edition) (Q2/14)
- 360 View: CE Adoption & Trends (Q2/14)
- Streaming CE and Content Purchasing Habits (Q1/14)
- Consumer Segmentation: The Big CE Spenders (Q3/13)

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Additional Research from Parks Associates

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