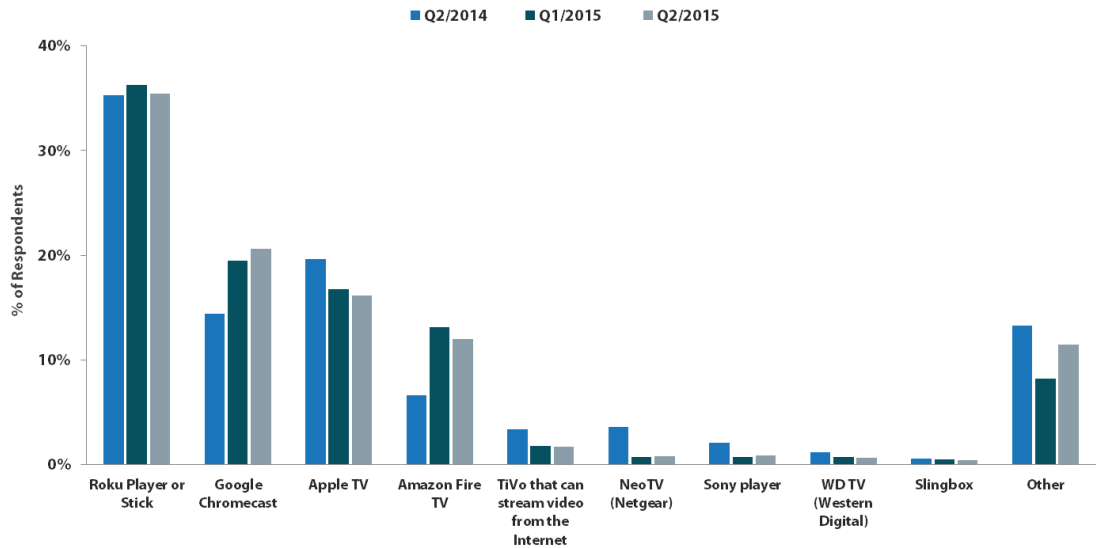


By **Brett Sappington**, *Director of Research*, **Yilan Jiang**, *Manager, Consumer Research*, **Glenn Hower**, *Research Analyst*, and **David Mitchel**, *Research Analyst*, **Parks Associates**

SYNOPSIS

Entertainment Habits on Connected CE Devices analyzes trends in content consumption, with particular emphasis on TV-connectable home entertainment devices. The study breaks out consumption habits by device category, device brand, and type of content. The study also identifies in-home entertainment device adoption by cord-cutter status and explores cord-cutter status as it relates to over-the-top video service adoption and preferred consumption platforms.

Most-Commonly Used Streaming Media Devices (2014 - 2015)
Among Broadband Households Having At Least One Streaming Media Device



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ANALYST INSIGHT

“Consumer preference for which devices they consume content on varies widely in the connected home. Content providers will need to prepare multiple implementations of their service offerings in order to capture the growing over-the-top video audience.”

— **Brett Sappington**, *Director of Research*, **Parks Associates**

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About the Research

Previous Research

- 360 View: Digital Media & Connected Consumers (Q3/15)
- The Cost of Piracy (Q2/15)
- Webisodes and Multichannel Networks: Future Content Opportunities (Q2/15)
- Consumer Segmentation: Sources and Spending (Q1/15)
- Consumer Segmentation: OTT Video Buyers (Q4/14)

CONTENTS

- Converging Clouds: The Next Step for the Personal Cloud (Q4/14)

Key Findings

Industry Insight

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- % of U.S. BB HHs Connecting In-Home Entertainment Devices to Internet (2012 - 2015)
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- Digital Media Activities by Most Used Connected In-Home Entertainment Device (Q1/15)

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- % Using Transactional Services by Most Used Connected Streaming Media & Gaming Device (Q2/15)

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- OTT Service Use by Cord Cutters with Connected In-Home Entertainment Device (Q2/15)

Additional Research from Parks Associates**ATTRIBUTES**

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