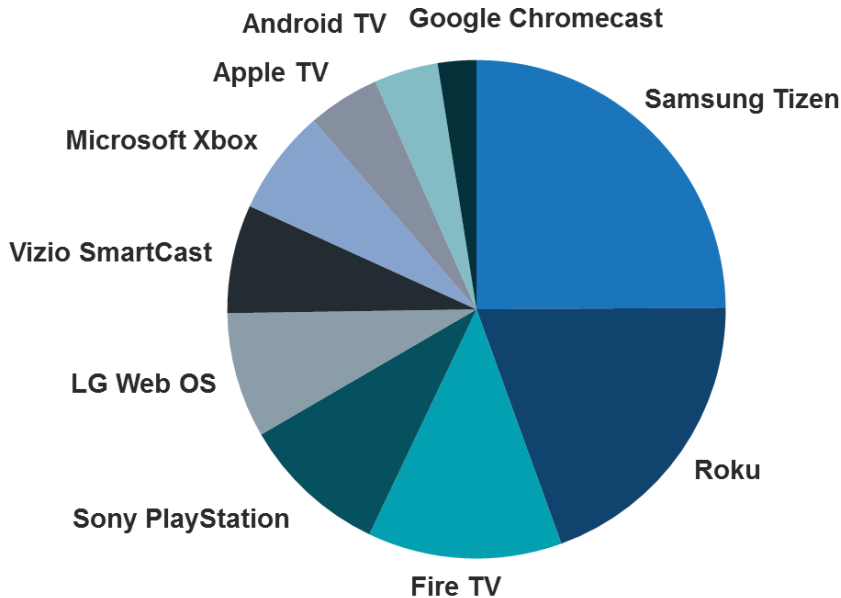


Most Commonly Used Major Platform

Owners of Top-Branded Connected Video Platforms



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SYNOPSIS

Adoption of streaming video products is accelerating as pay-TV subscriptions decline. This research examines the factors driving consumers to purchase and upgrade their streaming video devices, including smart TVs, streaming media players, gaming consoles, and connected Blu-ray players. It investigates the ways CE players can drive increased sales, adoption, and monetization of video products in this maturing market.

ANALYST INSIGHT

“Following the worldwide outbreak of COVID-19, consumers turned to technology in order to remain productive and entertained. For these last months, the streaming video market has experienced greatly increased service usage, and consumer demand for streaming video products is at an all-time high.”

— Kristen Hanich, *Senior Analyst*, Parks Associates

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Appendix



Streaming Video Products: Driving Adoption

SERVICE:
CE DEVICES AND
MOBILITY

2Q 2020

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