

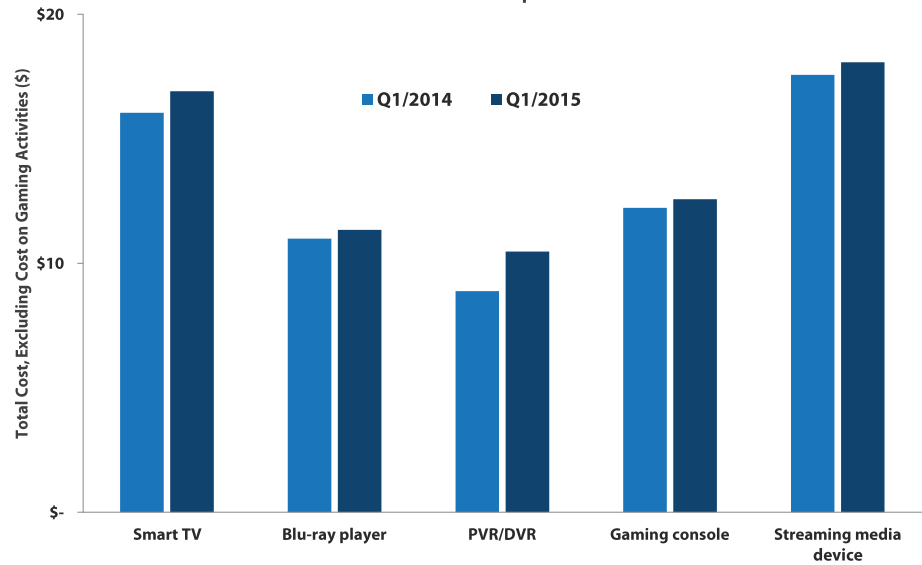
Synopsis

This report discusses the growing market for streaming media devices as new entrants join the party and expand the entertainment ecosystem. It examines the future strategies for the two major streaming media device form factors, players and sticks, as well as the growth of the market, the impact of new entrants, and what the streaming media device space will look like in five years. The report includes a five-year unit sales forecast.

Consumer Awareness of TV Everywhere

Total Monthly Cost on Media by Connected CE Platform (2014 - 2015)

U.S. Broadband Households who use Specified Device the Most



© Parks Associates

Publish Date: 3Q 15

“Usage will drive the fortunes of streaming media device makers,” said Barbara Kraus, Director, Research. “Device shipments are an important performance measure as are sales receipts. However, once the device is in the home, an equally critical metric for device makers is ongoing usage. It is usage that will produce the alternate revenue streams such as content sales and advertising.”

Contents

Dashboard

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

2.0 The Growth of OTT

3.0 Connected CE Streaming Platforms

- 3.1 Connected CE Ownership and Purchase Trends
 - 3.1.1 Streaming Media Device Unit Sales
- 3.2 Connected CE Device Usage and Spend
 - 3.2.1 Streaming Media Device Usage
 - 3.2.2 Average Spend

4.0 User Experience

- 4.1 Features to Improve the User Experience
 - 4.1.1 Transaction Accounts
 - 4.1.2 Video Quality

The Streaming Media Device Landscape

Table of Contents

By Barbara Kraus, Director of Research

- 4.1.3 Content Search
- 4.1.4 Device Controls

5.0 The Changing Streaming Media Device Landscape

- 5.1 Streaming Media Device Form Factors
- 5.2 Content Partnerships and Distribution
- 5.3 New Entrants
 - Nvidia
 - Intel Compute Stick
 - Orange
- 5.4 Diversification
 - 5.4.1 TV Software
 - 5.4.2 Platform Licensing and Partnerships

6.0 Forecast

- 6.1 Forecast Methodology
- 6.2 Forecast

7.0 Implications and Recommendations

- 7.1 Implications
- 7.2 Recommendations

8.0 Appendix

- 8.1 Glossary
- 8.2 Company Index
- 8.3 Image Sources

Figures

- U.S. Households with Internet-Connected CE
- Annual Increase in New Device Connections to the Internet in the U.S.
- Western European Broadband Households with Internet Connected CE
- Pay-TV Service Subscriptions among U.S. Broadband Households
- Influence of Online Video on Pay-TV Service Downgrades
- Home Entertainment Device Ownership
- Home Entertainment Products Purchased
- Screen Sizes of Primary Flat-Panel TV Sets
- 2014 U.S. Streaming Media Device Sales by Brand
- Share of U.S. Streaming Media Device Sales for Top 4 Players
- 2014 Streaming Media Device Sales by Brand in Germany, Spain, and the U.K.
- Most-Commonly Connected CE Device
- Most-Used Connected CE Devices
- TV Ownership, Purchase and Usage
- Most-Used Connected CE Device by Number of Broadband Households
- Usage for the Most-Used Connected Streaming Platform by Age Group
- Usage for the Most-Used Connected Streaming Platform by Income Level
- Most-Used Streaming Media Device
- Average Monthly Content Spend on Streaming Media Devices
- Average Monthly Content Spend on Streaming Media Devices Including Games
- Hours Spent Playing Games per Month by Device

The Streaming Media Device Landscape
Table of Contents

By Barbara Kraus, Director of Research

Types of Games Played on Connected CE Devices
Reason for Using Connected CE Device More Than Others
 Methods of Controlling Connected CE Devices
 Ownership of Streaming Media Sticks and Players by Age Group
 Most-Commonly Used Gaming Console
 Streaming Media Player Forecast Methodology
 Total Streaming Media Device Unit Sales Forecast
 Total Streaming Media Device Unit Sales Forecast by Region
 Total Streaming Media Device Unit Sales Trend by Region
 Total Streaming Media Stick Unit Sales Forecast
 Total Streaming Media Stick Unit Sales Forecast
 Total Streaming Media Player Unit Sales Forecast
 Total Streaming Media Player Unit Sales Forecast by Region

List of Companies

Amazon	Nvidia
Apple	Orange
Buffalo Technology	Panasonic
CBS	Pandora
Charter Communications	Philips
Comcast	Rdio
Dish Network	Roku
Giraffic	Samsung
Google	Seagate
HBO	Sharp
Hulu	Showtime
Intel	Sony
LG	Time Warner Cable
Microsoft Xbox	TiVo
Netflix	Vizio
NETGEAR	Western Digital
Nintendo	YouTube

Attributes

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Barbara Kraus
Executive Editor: Tricia Parks
Published by Parks Associates

© July 2015 Parks Associates
Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.