

Streaming Media Devices: Trends and Innovations Table of Contents

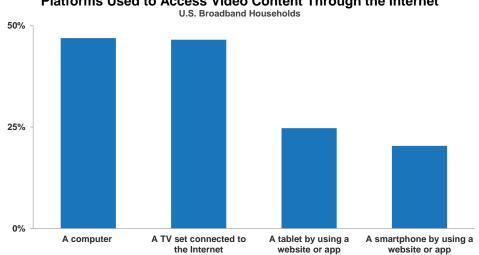
By Imran Khan, Research Consultant; Barbara Kraus, Director of Research; Brad Russell, Research Analyst; and Hunter Sappington, Researcher

Synopsis

This report focuses on the market innovations and trends within the ecosystem for connected TV home entertainment devices. The report covers key connected TV devices, including smart TVs, gaming consoles, streaming media devices, and new products and form factors as well as growth trends and consumer purchase and usage patterns. It includes five-year forecasts of unit sales for each connected device.

Household Platform Usage





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"The streaming device market is consolidated with four major streaming player makers, four major smart TV OEMs, and three major gaming console manufacturers. New entrants will need to find compelling gaps and white space in the market. To break in, a company will need a highly disruptive technology or user interface," said Barbara Kraus, Director of Research.

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Amazon: Amazon Fire TV Player, Gaming Edition, Stick

Apple: Apple TV, Siri, HomeKit

Google: Chromecast, Google Cast Platform Microsoft: Xbox 360, Xbox One, and Xbox One S

NVIDIA: NVIDIA SHIELD TV

Roku: Roku Player, Roku Stick, Roku OS Samsung: Smart TV, SmartThings

Sony: PlayStation, BRAVIA TV, and Blu-ray DVD Players

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Percentage of Unit Sales by Brand

Most-Often Used Streaming Media Player Familiarity with Roku TV and Android TV

Pay-TV Content That Is Most Difficult to Give Up Company Profile: Amazon – Amazon Fire TV Company Profile: Apple – Apple TV, Siri, HomeKit

Company Profile: Google – Chromecast, Google Cast Platform Company Profile: Microsoft – Xbox 360, Xbox One, Xbox One S

Company Profile: NVIDIA – NVIDIA SHIELD TV

Company Profile: Roku – Roku Player, Roku Stick, Roku OS Company Profile: Samsung – Smart TV, SmartThings

Company Profile: Sony PlayStation, BRAVIA TV, and Blu-ray DVD Players

Forecast Methodology – Streaming Media Devices Global Streaming Media Player Unit Sales Forecast Streaming Media Player Forecast by Geographic Region Streaming Media Player Forecast by Form Factor and Region Streaming Media Player Forecast for the Stick Form Factor

Global Streaming Media Player Forecast for the Cube Form Factor

Global Unit Sales Revenue Forecast by Form Factor

U.S. Streaming Media Player Forecast for Unit Sales Revenue by Form Factor

PBS

Antennas Direct	Philips
Apple	PlayStation
BBC	Rogers
Bell Canada	Roku
Charter Communications	Samsung
Comcast/Xfinity	Sharp
Dish Network	Sling TV
Google	Sony
Haier,	TCL
Hisense	Telstra
Insignia	Time Warner Cable

LG TP Vision Logitech **TWC** Netflix Verizon NeuLion Vizio VOD Nintendo Nvidia Xbox

Ooyala

Amazon



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