

Connected TV: Trends and Innovation 3Q 2013

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Abstracts

This report discusses the impact of current innovations on connected TV device sales and usage, including smart TVs, gaming consoles, Blu-ray players, and streaming video media devices, such as a Roku or Apple TV. It also looks at disruptive products and technologies on the horizon. The report includes forecasts for device unit sales and revenues from 2012 to 2017.

"Multiple devices, including smart TVs, gaming consoles, Blu-ray players, and streaming video media devices, are competing to offer the best combination of content and usability to increase penetration and leverage advertising and content placement," said Barbara Kraus, Director of Research at Parks Associates. "New industry players are developing hybrid set-top boxes and developing multi-device unified interfaces. Content is being packaged in new and different ways. Innovation and lower prices on streaming video media devices could change the game going forward."

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