

# Entertainment Habits on Connected CE Devices

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## Abstracts

Entertainment Habits on Connected CE Devices analyzes trends in content consumption, with particular emphasis on TV-connectable home entertainment devices. With a variety of devices like streaming media players, smart TVs, and game consoles, different brands of products often have different programming architectures, leading to a fragmented audience that content providers are struggling to capture.

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.

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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)

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

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