

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.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

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)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

ADOPTION TRENDS ON CONNECTED CE DEVICES:

% of U.S. BB HHs with Internet-connected In-Home Entertainment Devices (2009 - 2015)

% of U.S. BB HHs Connecting In-Home Entertainment Devices to Internet (2012 - 2015)

Most-Commonly Used Connected In-Home Entertainment Platform (2014 - 2015)

Most-Commonly Used Connected In-Home Entertainment Devices to Access Online Video Content

Most-Commonly Used Streaming Media Devices (2014 - 2015)

USAGE PATTERNS BY DEVICE:

Brand of Smart TV Owned (Q1/15)

Digital Media Activities by Most Used In-Home Connected Entertainment Device (Q1/15)

Digital Media Activities by Most Used Connected In-Home Entertainment Device (Q1/15)

SERVICES BY PLATFORM:

OTT Adoption by Most Used Connected Streaming & Gaming Device (Q2/15)

Online Video Authentication (2013-2015)

Online Video Authentication by Pay-TV Provider (Q2/15)

Pay-TV Subscription by Most Used Connected In-Home Entertainment Device (Q2/15)

Pay-TV Adoption by Most Used Connected Streaming Media & Gaming Device (Q2/15)

% Using Transactional Services by Most Used Connected In-Home Entertainment Device (Q2/15)

% Using Transactional Services by Most Used Connected Streaming Media & Gaming Device (Q2/15)

DEVICE OWNERSHIP BY CORD CUTTERS:

Overall Adoption of Connected In-Home Entertainment Devices by Cord Cutting Status (Q2/15)

% of Cord Cutters/Non-Cord Cutters Owning Specified Internet-Connectable Devices (Q2/15)

Most Used Connected In-Home Entertainment Device Adoption by Cord Cutting Status (Q2/15)

Demographic Comparison of Cord Cutters by CE Device Ownership (Q2/15)

OTT Service Use by Cord Cutters with Connected In-Home Entertainment Device (Q2/15)

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