

The Evolving Market For Streaming Media Devices 2Q 2014

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Abstracts

This report tracks the rapidly evolving market for alternative set-top box devices, such as Apple TV and Roku, which threaten set-top boxes provisioned by pay-TV providers. As devices adopt pay-TV apps (e.g., Roku features a Time Warner Cable app), the pay-TV industry must consider that the video user experience and interface may be controlled by a third party. This report includes a five-year unit forecast as well as evolutionary points.

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