

# Reinventing CE: Transforming Devices to Service Platforms

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## Abstracts

The CE industry has migrated from producing and distributing hardware to distributing OTT content and leveraging advertising models. This report discusses the impact of the shift on the industry as well as industry progress in benefiting from the new business models. It also assesses the transition from hardware to software as more content is streamed from the cloud and the impact on CE devices such as streaming media players and gaming consoles.

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