

Smart TVs vs. Streaming Media Players: Winning Over Consumers

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Abstracts

Smart TVs and streaming media players provide similar streaming functionality, effectively competing for primary use as a consumer's preferred interface to streamed content. However, each has unique strengths, features, and capabilities. This report examines and compares these platforms, including adoption, use, capabilities, partnerships, and market strategies of major players. The report assesses the outlook for each category and the factors for short- and long-term successes and provides forecasts for each platform.

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