

# Streaming Media Device Usage: Beyond Sales Receipts

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## Abstracts

This 360 View Update analyzes ownership and usage of Internet-connected entertainment devices, including gaming consoles, smart TVs, streaming media players, Blu-ray players, and DVRs. The research analyzes activities, media consumption, and spending among connected CE owners to determine best strategies to monetize these devices beyond hardware sales. It also calculates revenue generated per hour on each type of connected CE device.

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