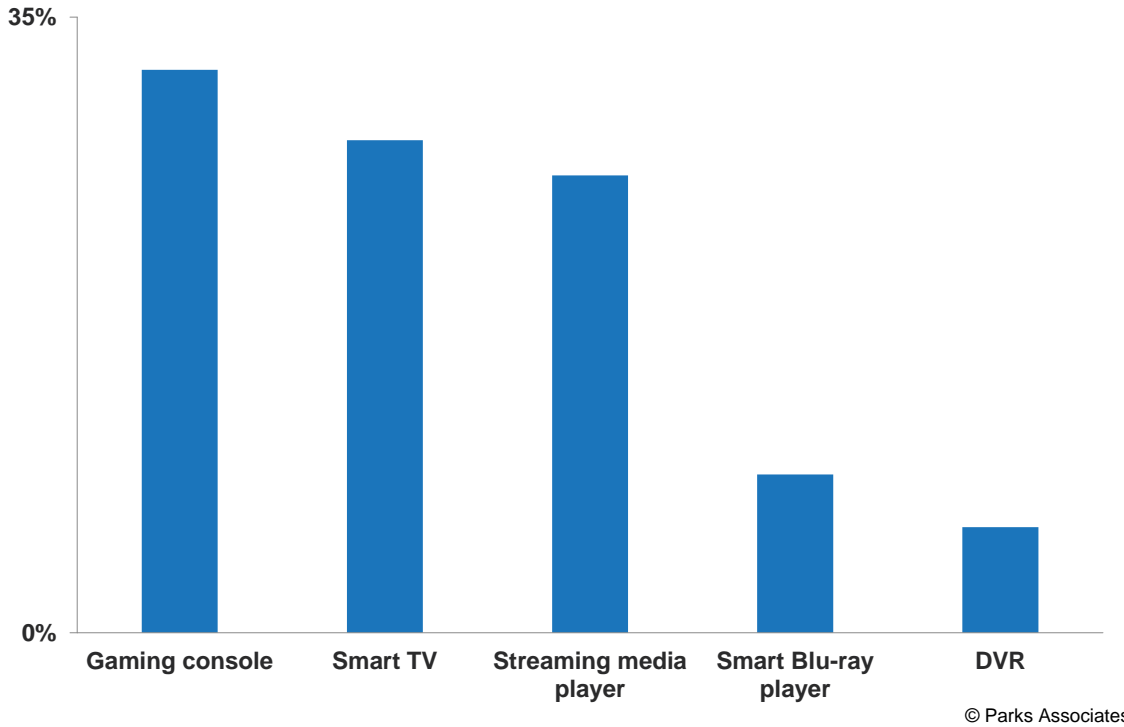


Most-Commonly Used Connected In-Home Entertainment Platform
U.S. Broadband Households with At Least One Internet-connected Entertainment Device



**Consumer Analytics
Team**



Yilan Jiang, Manager
of Consumer Research



David Mitchel,
Research Analyst



Katherine Li,
Researcher



John Barrett, Director,
Research, Consumer
Analytics

Industry Analyst



Barbara Kraus,
Director, Research

SYNOPSIS

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.

ANALYST INSIGHT

“Increasing revenue and profits through streaming requires a different mindset than traditional hardware profits. Usage is a critical metric, and the user experience, which includes product design, form factor, user interface, and available content and services, is critical to increasing usage.”

— Brett Sappington, *Senior Research Director*, Parks Associates

Number of Slides: 50



CONTENTS

About the Research

Previous Research

Industry Insight

Key Findings

Recommendations

Connected CE Device Adoption & Use

- % of U.S. BB HHs with Internet-connected In-Home Entertainment Devices* (2010 - 2016)
- Home Entertainment Devices Ownership (2010 - 2016)
- Home Entertainment Devices Purchased Within the Last 12 Months (2008 - 2016)
- % of U.S. BB HHs Connecting In-Home Entertainment Devices to Internet (2010 - 2016)
- Most-Commonly Used Connected In-Home Entertainment Platform (2014 - 2016)
- Most-Used Connected In-Home Entertainment Device* (Q1/16)
- Most Frequently Used Streaming Media Player (Q1/16)
- Most-Used Connected Brand of In-Home Entertainment Device (Q1/16)
- Use of Gaming Consoles (Q1/16)
- Most Frequently Used Gaming Console (Q1/16)

Content Consumption & Revenues

- % Engaging in Activity by Most Used In-Home Entertainment Device (Q1/16)
- % Engaging in Activity by Most Used In-Home Entertainment Device Brand (Q1/16)

- Average Weekly Number of Hours Spent on Activities by Most Used In-Home Entertainment Device (Q1/16)
- Average Weekly Number of Hours Spent on Activities by Most-Commonly Used In-Home Entertainment Device (Q1/16)
- % Engaging in Specified Activities on Most-Commonly Used In-Home Entertainment Device (Q1/16)
- Average Weekly Number of Hours Spent on Activities by Most Used In-Home Entertainment Device Brand (Q1/16)
- Average Monthly Expenditure on Media by Most Used In-Home Entertainment Devices (Q1/16)
- Estimated Monthly Streaming Revenue by Device Category
- Monthly Expenditure on Media Activities (Q1/16)
- Average Monthly Expenditure on Media by Most Used In-Home Entertainment Device Brand (Q1/16)
- Average Monthly Expenditure on Media by Most Used In-Home Entertainment Devices (Q1/16)
- Weekly Number of Hours Playing Games on Specified Devices (Q1/16)
- Revenue Generated per Hour of Usage

ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Yilan Jiang, David Mitchel, Katherine Li, John Barrett, and Barbara Kraus
Executive Editor: Tricia Parks

Published by Parks Associates

© 2016 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means,
without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.