

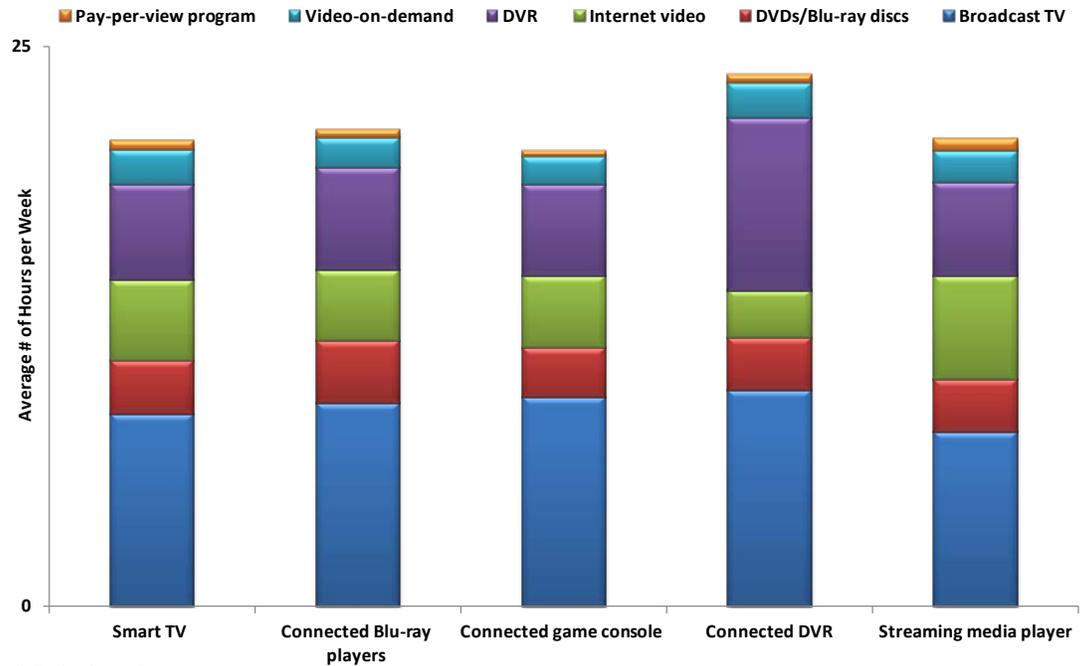
By **John Barrett**, Director, Consumer Analytics, **Yilan Jiang**, Manager of Consumer Research, and **David Mitchel**, Research Analyst, **Parks Associates**

**SYNOPSIS**

*Streaming CE and Content Purchasing Habits* analyzes how the adoption of connected CE devices is impacting the market for digital media. It investigates the viewing habits of connected CE users, their subscription to traditional pay-TV and over-the-top video services, and their use of purchased and rented video downloads. Specific attention is given to the Apple TV and Roku streaming media players.

**Video Consumption on TV Sets by Connected CE Ownership**

(U.S. Broadband Households Who Connect At Least One CE Device to the Internet)



**ANALYST INSIGHT**

“The take-rate for OTT subscriptions is increasing only among those using multiple types of connected CE devices. In other words, the percentage of first-time connected CE users with an OTT subscription is not increasing. Subscription growth is coming from an expansion of the base of first-time connected CE users rather than a deepening penetration within it.”

— **John Barrett**, Director, Consumer Analytics, **Parks Associates**

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**About the Research**

**Previous Research**

- OTT Video Buyers: Subscriptions & Transactions (Q4/13)
- TV Apps: Strategies & Trends (Q4/13)
- Connected TV: Trends and Innovation (Q3/13)
- TV Viewing Habits and the Challenge of Young Nonsubscribers (Q2/13)

**Key Findings****Recommendations****Connected CE Adoption:**

- Consumer Electronic Product Ownership (2009 - 2013)
- % of Connected CE Devices Connected to the Internet (2010 - 2013)
- % of Broadband HH Connecting CE Devices to Internet (2010 - 2013)
- U.S. Households with Internet-Connected CE (2010 - 2013)
- U.S. Households with Internet- Connected CE by Age (Q1/13)
- Adoption of Multiple Connected CE Devices (2012 - 2013)
- Type of Connected CE Device by Number of Device-Types Used (Q1/13)

**Pay-TV Services and Connected CE Devices:**

- Pay-TV Service Subscription (2011 - 2013)
- Pay-TV Service Subscription by Number of Connected CE Device-Types Used (2012 - 2013)
- Expenditure on Unbundled TV Service by Connected CE Ownership (Q1/13)
- Likelihood of Canceling TV Service by Connected CE Device (Q1/13)
- Likelihood of Downgrading TV Service by Connected CE Device (Q1/13)
- Likelihood of Upgrading TV Service by Connected CE Device (Q1/13)
- Likelihood of Changing TV Service Provider by Connected CE Device (Q1/13)

**Content Consumption:**

- Video Viewing Habits (2011 - 2013)
- Video Use by Connected CE Device (Q1/13)
- Sources Used to Watch a TV Program at Home (Q1/13)
- Number of Sources Used to Watch a TV Program at Home (Q1/13)
- Sources of TV Content By Connected CE Device Ownership (Q1/13)
- First Sources Checked to Watch TV Programs at Home (Q1/13)
- Top Source for TV Content By Connected CE Device (Q1/13)
- Sources to Watch Movies at Home (Q1/13)
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- Streaming Media Players: Use of Live TV vs. Subscription Video by Scenario (Q3/13)

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- OTT Service Subscription (2012 - 2013)
- OTT Service Subscription by Number of Connected CE Device-Types Used (2012 - 2013)
- OTT Service Subscription by Connected CE Device-Type Use (2012 - 2013)
- OTT vs. Pay-TV Subscription by Number of Connected CE Device-Types Used (2012 - 2013)
- Average Expenditure on TV & Movies (2012-2013)
- Average Expenditure on TV & Movies by Number of Connected CE Device-Types Used (2012-2013)
- Average Expenditure on TV & Movies by Connected CE Devices (2012-2013)

**Apple TV vs. Roku:**

- Type of Streaming Media Player Owned (Q1/13)
- Roku vs. Apple TV: OTT Service Subscription (Q3/13)
- Roku vs. Apple TV: Use of Subscription Video Service by Scenario (Q3/13)
- Roku vs. Apple TV: Services used to Rent or Purchase Video Downloads (Q3/13)
- Roku vs. Apple TV: Use of Rented Video Downloads by Scenario (Q3/13)
- Roku vs. Apple TV: Use of Purchased Video Downloads by Scenario (Q3/13)
- Roku vs. Apple TV: Video Consumption on TV Sets (Q1/13)

**Additional Research from Parks Associates**

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