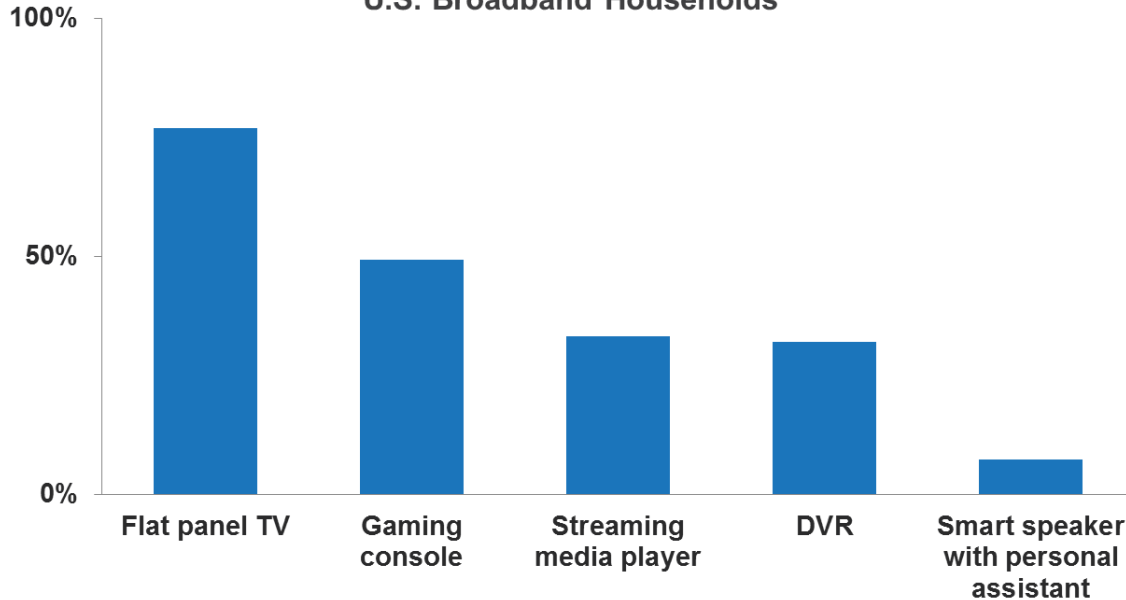


## Adoption of Home Entertainment Devices

U.S. Broadband Households



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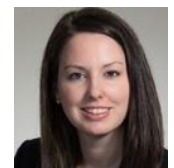


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### SYNOPSIS

As connected devices become a larger part of consumers' daily lives, controlling the user experience is the key to a successful connected implementation. The days of multiple remote controls for the television, Blu-ray player, audio system, and pay-TV service may be fleeting as CE device makers and app developers attempt to create the converged control center for digital entertainment. *Entertainment Device Controls: Refining the Ideal UX* measures adoption and usage of peripheral devices used to control primary entertainment experiences.

### ANALYST INSIGHT

"The home entertainment device market is consolidating around the smart TV. Consumers prioritize ease of use, and a single point of access to desired content proffers the ideal user experience. As smart TVs expand their digital content sources, the need for additional connected entertainment devices declines."

— Jennifer Kent, *Director of Research Quality & Product Development*, Parks Associates



Number of Slides: 42

**CONTENTS**

**Consumer Analytics: Connected CE & Platforms Track**

- Methodology, Charts, Statistical Information
- Interpreting Heat Map Tables

**Executive Summary**

- Industry Insight
- Key Findings and Market Impact

**Entertainment Device Adoption**

- Ownership of Home Entertainment Devices (2010 - 2017)
- Smart TV Adoption and Internet Connection Rate (2010 - 2017)
- Most Commonly Used Connected Entertainment Platform for Online Video (2015-2017)

**UX and Control Preferences for CE Devices**

- Reasons for Using Connected Entertainment Device The Most (Q1/17)
- Reasons Why a Connected In-Home Entertainment Device is Perceived as Easier to Use (Q1/17)
- Reasons Why a Connected In-Home Entertainment Device is Perceived as Easier to Use by Most Used Device (Q1/17)
- Appealing Control Methods for Connected In-Home Entertainment Devices (Q1/17)
- Highly Appealing Device Control Methods by Most Used Device (Q1/17)

**Streaming Media Players**

- Reasons for Preferring One Streaming Media Player Over Another (Q1/17)

- UI as a Reason for Using One Streaming Media Player Over Another by Most Used Streaming Media Player (Q1/17)

**TVs**

- Flat Panel TV: Purchase Considerations (Q1/17)
- Top Flat Panel TV Purchase Considerations by Brand Purchased (Q1/17)
- Top 3 Desired Features for Next Flat Panel TV Sets (Q1/17)
- Voice Control as a Top Desired Feature, by Age (Q1/17)

**Voice-Controlled Personal Assistants**

- Smart Speaker with Intelligent Personal Assistant Ownership (2016 - 2017)
- Smart Speakers with Personal Assistant Ownership, by Brand (Q1/17)
- Weekly Usage of Personal Assistant Devices/Apps (Q1/17)
- Personal Assistant Activities by Individual Apps (Q1/17)
- Personal Assistant Activities: Current vs. Future Use (Q1/17)
- Using Personal Assistant Devices/Apps to Stream Music/Audio (Q1/17)
- Personal Assistant Activities by Device Brand (Q1/17)
- Appeal of Smart Speaker with Personal Assistant to Control Other Devices (Q4/16)
- Preferred Smart Products for Personal Assistant Control (Q1/17)
- Age & Technology Adoption Segment Index of Personal Assistant Device/App Activity Users (Q1/17)

**Appendix**

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