

# Streaming Media Devices: Trends and Innovations

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By Imran Khan, Research Consultant; Barbara Kraus, Director of Research; Brad Russell, Research Analyst; and Hunter Sappington, Researcher

Synopsis	Household Platform Usage										
<p>This report focuses on the market innovations and trends within the ecosystem for connected TV home entertainment devices. The report covers key connected TV devices, including smart TVs, gaming consoles, streaming media devices, and new products and form factors as well as growth trends and consumer purchase and usage patterns. It includes five-year forecasts of unit sales for each connected device.</p>	<p style="text-align: center;"><b>Platforms Used to Access Video Content Through the Internet</b> U.S. Broadband Households</p> <table border="1"> <caption>Platforms Used to Access Video Content Through the Internet (U.S. Broadband Households)</caption> <thead> <tr> <th>Platform</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>A computer</td> <td>45%</td> </tr> <tr> <td>A TV set connected to the Internet</td> <td>45%</td> </tr> <tr> <td>A tablet by using a website or app</td> <td>25%</td> </tr> <tr> <td>A smartphone by using a website or app</td> <td>20%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Platform	Percentage	A computer	45%	A TV set connected to the Internet	45%	A tablet by using a website or app	25%	A smartphone by using a website or app	20%
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“The streaming device market is consolidated with four major streaming player makers, four major smart TV OEMs, and three major gaming console manufacturers. New entrants will need to find compelling gaps and white space in the market. To break in, a company will need a highly disruptive technology or user interface,” said Barbara Kraus, Director of Research.

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### List of Companies

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Hisense	Telstra
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LG	TP Vision
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Nvidia	Xbox
Ooyala	



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