

By Kristen Hanich, Senior Analyst, Parks Associates

<p>Synopsis</p> <p>This report examines the device and technology platform ecosystems for entertainment devices and services created by industry leaders such as Samsung, Roku, Comcast, Sony, Google, and others. It profiles the prominent ecosystems and their unique approaches to the market. It offers insights into the benefits and drawbacks of using hardware and software to create closed systems, as opposed to an open system, and poses the question: do consumers really care about the openness of platforms?</p>	<p style="text-align: center;">Adoption of Connected Entertainment Products Among US Broadband Households</p> <table border="1"> <caption>Adoption of Connected Entertainment Products (Approximate Data)</caption> <thead> <tr> <th>Product Category</th> <th>Adoption Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Internet-Connected Video Devices Overall</td> <td>65%</td> </tr> <tr> <td>Smart TV</td> <td>55%</td> </tr> <tr> <td>Streaming Media Player</td> <td>45%</td> </tr> <tr> <td>Gaming Console</td> <td>43%</td> </tr> <tr> <td>Smart Speaker or Display</td> <td>40%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Product Category	Adoption Rate (%)	Internet-Connected Video Devices Overall	65%	Smart TV	55%	Streaming Media Player	45%	Gaming Console	43%	Smart Speaker or Display	40%
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<p>Publish Date: 2Q 20</p>	<p>“The connected entertainment space is moving towards a smartphone model, in which a handful of platform players control the operating system, UX, and consumer access to services and features,” said Kristen Hanich, Senior Analyst, Parks Associates.</p>												
<p>Key Questions</p>	<p>How are consumer electronics (CE) leaders using devices and technologies to create ecosystems?</p> <p>How are these players monetizing their ecosystems?</p> <p>How is the balance of power shifting between hardware and services?</p> <p>Do consumers care about platform openness? Why or why not?</p> <p>What is the next evolution for the connected entertainment space?</p>												
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<p>Parks Associates 5080 Spectrum Drive Suite 1000W Addison, TX 75001</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	