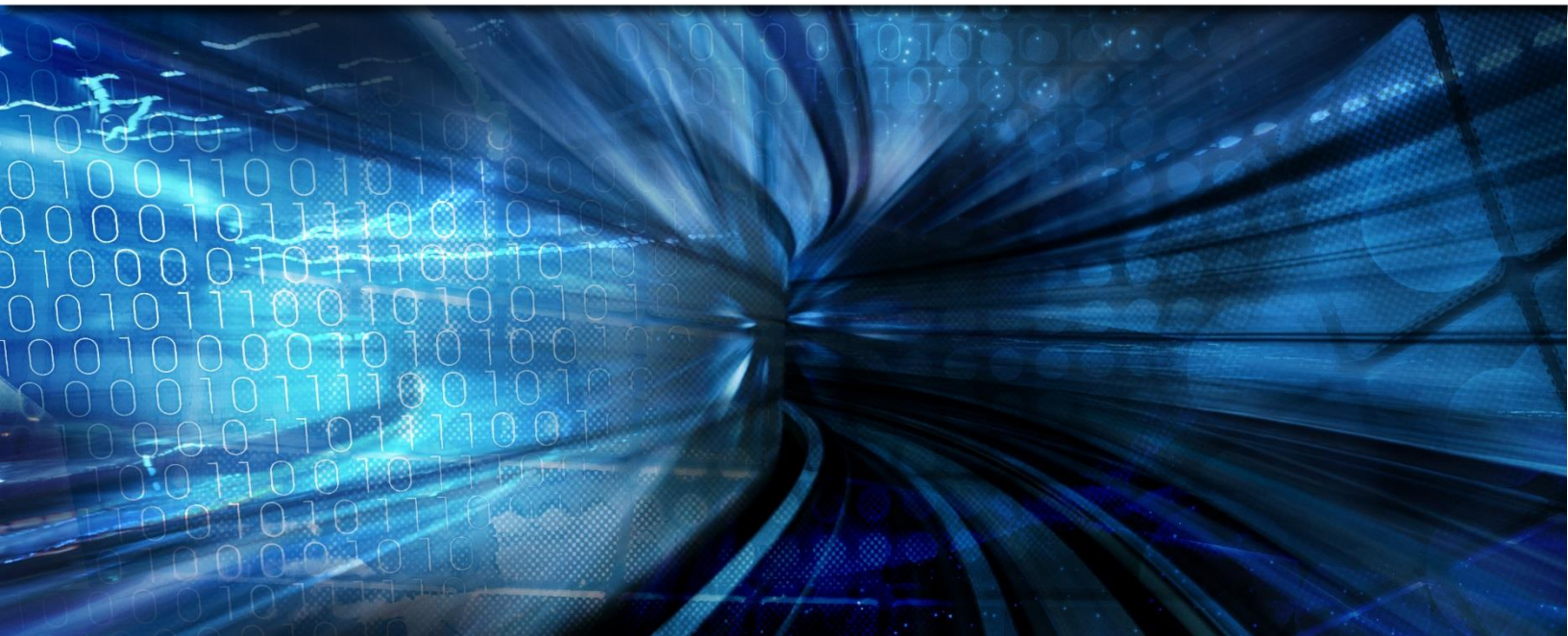


# Industry Report

## Reinventing CE: Transforming Devices to Service Platforms

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By Glenn Hower, Senior Analyst, and Tu Skuse, Research Analyst

<p><b>Synopsis</b></p> <p>The CE industry has migrated from producing and distributing hardware to distributing OTT content and leveraging advertising models. This report discusses the impact of the shift on the industry as well as industry progress in benefiting from the new business models. It also assesses the transition from hardware to software as more content is streamed from the cloud and the impact on CE devices such as streaming media players and gaming consoles.</p>	<p style="text-align: center;"><b>Connected CE – Entertainment Devices</b></p> <hr/> <p style="text-align: center;"><b>Home Entertainment Device Ownership</b> U.S. Broadband Households</p> <table border="1"> <caption>Home Entertainment Device Ownership Data</caption> <thead> <tr> <th>Device</th> <th>Ownership (%)</th> </tr> </thead> <tbody> <tr> <td>Smart TV</td> <td>~45%</td> </tr> <tr> <td>DVR</td> <td>~30%</td> </tr> <tr> <td>Blu-ray player</td> <td>~35%</td> </tr> <tr> <td>Streaming media player</td> <td>~30%</td> </tr> <tr> <td>Gaming console player</td> <td>~50%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Device	Ownership (%)	Smart TV	~45%	DVR	~30%	Blu-ray player	~35%	Streaming media player	~30%	Gaming console player	~50%
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<p><b>Publish Date:</b> 3Q 17</p>	<p>“Amazon truly disrupted the connected living space when the company introduced its customers to Alexa through its Echo devices. While Echo is an incremental revenue generator for the retail giant, Amazon clearly sees the future of the technology in the developer community,” said Glenn Hower, Senior Analyst at Parks Associates.</p>												
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	Alexa	iTunes
	Amazon Studios	Jawbone
	Amazon Web Services	JCPenney
	Android TV	Kenmore
	Apple Music	LG
	Apple TV	Lowes
	Apple Watch	MAGNA
	ATSC	MLB.TV
	Audible.com	NBC
	Best Buy	Netflix
	Bixby	QLED
	Chromecast	Roku Audience Solutions
	Cortana	Roku Express
	DIRECTV	Roku TV
	Dish Network	Sears
	Dot	Sharp
	Echo	Showtime
	Electrolux	Siri
	Fire TV	Sling TV
	Fitbit	Tap
	Frame	TCL
	Google Assistant	Tizen
	Google Play	Toshiba
	HBO	UHD Alliance
	Hisense	Ultra HD Forum
	Hitachi	Vivint
	Home Depot	Vizio
	Hulu	Walmart
	IKEA	Whirlpool
	Insignia	Whole Foods Market

Attributes		
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