The Evolving Market For Streaming Media Devices (2Q 2014)

Description: This report tracks the rapidly evolving market for alternative set-top box devices, such as Apple TV and Roku, which threaten set-top boxes provisioned by pay-TV providers.

As devices adopt pay-TV apps (e.g., Roku features a Time Warner Cable app), the pay-TV industry must consider that the video user experience and interface may be controlled by a third party. This report includes a five-year unit forecast as well as evolutionary points.

Report Topics:
- Consumer adoption and usage of streaming media devices and connected TVs
- Impact of "streaming sticks" like the Google Chromecast
- Consumer use cases for connected CE devices
- Key industry players ranked by market share, sales, and usage
- Future form factors and use cases, including the move to the cloud, and impact of emerging technology like 4K/Ultra HD, smart TVs, and TV software

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