Streaming Media Devices

Description: Streaming Media Devices analyzes the market for streaming media devices, including adoption trends, purchase patterns, and use. The research compares streaming media device use against other types of connected CE devices (gaming consoles, smart TVs, etc.) and compares use between the leading products in the streaming media device category (Roku, Apple TV, Chromecast, etc.).

Key Topics:
- Overview of adoption rates for streaming media devices
- Comparison of streaming media device use against other types of connected CE devices
- Consumer purchase patterns by streaming media device
- Profiles of leading products in the streaming media device category

Research Benefits:
- Examines consumers' reasons for purchasing streaming media devices
- Provides industry insight into the streaming media device market
- Evaluates video consumption by source and streaming media device type
- Analyzes usage of streaming media devices vs. other connected CE platforms

Contents:
1. About the Research
2. Previous Research
   360 View: CE Adoption and Trends (Q2/15)
   2014 Holiday CE Purchase Intentions (Q4/14)
   Optimizing Retail Channel Results (Q3/14)
   The Evolving Market for Streaming Media Devices (Q2/14)
3. Key Findings
4. Industry Insight
5. Recommendations
6. Overview of Streaming Media Device Adoption:
   Streaming Media Device Adoption (2010 - 2015)
   Streaming Media Device Adoption by Age (2011 - 2015)
7. Streaming Media Device Purchases:
   Annual Purchase Rate of a Streaming Media Device in the Year (2008 - 2014)
   % of Total 2014 CE Device Purchases Occurring During Holiday Season (Q1/15)
   Average Sales Price of Streaming Media Devices Purchased in the Year (2008 - 2014)
   Streaming Media Device Purchase Location: Online Purchases vs. Retail Purchases (2012 - 2014)
   Streaming Media Devices: Top Five Store Purchase Locations in Year (2013 - 2014)
   Streaming Media Devices: Top Five Brands Purchased in Year (2010 - 2014)
   Reasons to Purchase a Streaming Media Device (2013 - 2014)
   Trigger to Purchase a Streaming Media Device (2013 - 2014)
   Future Intention to Purchase a Streaming Media Device (2013 - 2015)
Future Intention to Purchase a Streaming Media Device by Age (Q1/15)

8. Purchase Patterns by Device:
% of 2014 Streaming Media Device Buyers that Bought During the Holiday Season (Q1/15)
% Paying Specified Price for Streaming Media Device (Q1/15)
Streaming Media Devices: Type of Purchase (Q1/15)
Reason for Purchasing Streaming Media Device (Q1/15)
% Purchasing Streaming Media Device Online (Q1/15)
Streaming Media Devices: Retail Channel (Q1/15)
Top Purchase Consideration for Streaming Media Devices (Q1/15)

9. Usage Patterns:
Video Consumption on TV Set by Source and Ownership of Streaming Media Device (Q2/15)
Streaming Media Devices: Average Monthly Expenditure on Media by Pay-TV Service Subscription (Q1/15)
Video Consumption on TV Set by Source and Pay-TV Adoption (Q2/15)
Streaming Media Devices: Average Monthly Expenditure on Media by Number of Streaming Media Devices Owned (Q2/15)
Average Monthly Expenditure on Media by Number of Streaming Media Devices Owned (Q1/15)
Digital Media Activities by Most-Commonly Used CE Devices (Q1/15)
Intention to Engage in Digital Media Activities on Connected CE Device by Current Engagement in Activity (Q1/15)
Average Monthly Cost of Media by Most-Commonly Used CE Devices (Q1/15)
Methods of Controlling Connected CE Devices (Q1/15)

10. Streaming Media Devices and Other Connected CE Devices:
Most Used Connected CE Device (Q1/15)
Most Used Connected CE Device by Age (Q1/15)
Most Used Connected CE Device by Education (Q1/15)
Most Used Connected CE Device by Income (Q1/15)
Digital Media Activities by Most Used Connected CE Device (Q1/15)
Average Monthly Expenditure on Media by Most Used Connected CE Device (Q1/15)

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