

# Running the Numbers

*"Datapoints" is researched and written exclusively for Broadband Library by industry analyst Stewart Schley*



## U.S. Smart Speaker Market Share

Amazon	61.9%
Google	26.9%
Apple	4.1%
Sonos	3.8%
Others	3.4%

SOURCE: VOICEBOT.AI, MAY 2018

**WHAT'S INTERESTING:** Market researchers including Voicebot think about 54 million U.S. adults, or around 23% of the adult population, use smart speakers in their homes. Within this fast-growth category, Amazon's the runaway leader, a fact that may provoke some concerns among cable companies, given that Amazon itself is a rising force in video delivery. Is it possible Amazon's voice platform will tend to steer viewers to Amazon's video content? Maybe we should ask Alexa.

## Running the Numbers on Connected TV

Percent of U.S. households with...

A connected smart TV	29%
At least one stand-alone streaming device	17%
Three or more devices (among those with at least one connected TV)	57%
Mean number of connected devices	2.8
A new 4K HDTV (among those who purchased a new TV set in past year):	32%

SOURCE: LEICHTMAN RESEARCH GROUP, JUNE 2018

**WHAT'S INTERESTING:** Just five years ago less than half of U.S. homes had a TV connected to the Internet. Now, with penetration at nearly 75%, it's fair to say connected TV sets are an expected part of the new video ecosystem. Another jaw-dropper: Among homes with a connected TV, the average number of set-top devices is 2.8, versus an average of 1.7 cable/satellite set-top boxes in U.S. homes.

## How We Stream

OTT streaming households by platform ...



Platform	Viewing hours/month	Households using (mil.)
Streaming box/stick	53	33.6
Smart TV	30	24.3
Gaming console	27	18.1
Connected Blu-ray player	25	3.9
DVR/set-top box	14	21

SOURCE: COMSCORE STATE OF OTT REPORT, APRIL 2018

**WHAT'S INTERESTING:** An impressive scope (8,000 panel households and 100,000 devices measured) gives comScore's OTT analysis special weight. Among major takeaways: Dedicated streaming devices (think Apple TV, Roku boxes, Amazon's Fire TV, Google Chromecast and others) account for more users and more hours of streaming than any other device family. At the lower end of the rankings is a small but emerging category: cable and MVPD receivers that enable Internet service streaming.



## Can You Hear Me Now?

Speech devices used to search for TV content (% of respondents naming one or more)

Cable/satellite set-top box or remote	45.3%
Amazon Fire TV	31.7%
Apple TV	18.1%
Gaming consoles (Xbox, PlayStation, etc.)	17.7%
Google Chromecast	13.6%
Roku	10.6%
TiVo Bolt VOX	1.5%
Other	4.1%

SOURCE: TIVO ONLINE VIDEO AND PAY TV TRENDS REPORT, Q1 2018

**WHAT'S INTERESTING:** Another look at the relationship between voice control and TV systems shows cable/satellite platforms get the largest share of voice commands within the home-TV environment. Among the roughly 13% of people who said they use voice systems to help find TV shows, 50% turn to a cable or satellite platform such as Comcast's Xfinity voice control system.

ARTWORK: SHUTTERSTOCK