



CHECK BREAKDOWN: ROKU

BUILT IN STREAMING OS GAINING

An increasing percentage of respondents are using smart TV's with built-in streaming operating systems to watch streaming video on their TVs.

STREAMING OS FEEDBACK – POSITIVE FOR ROKU

Among respondents who own a smart TV, an increasing percentage say the operating system on the TV is Roku. When it comes to software interfaces on TVs, Roku receives the most positive feedback of the interfaces we ask about. Respondents who are likely to purchase a smart TV in the next 12-18 months would increasingly be most likely to choose the Roku TV smart TV software if they had to choose today.

DEDICATED STREAMING DEVICES – AMZN GAINING

Roku remains the share leader when it comes to dedicated streaming devices owned by respondents, but its lead over the Amazon Fire Stick has declined sequentially. When it comes to dedicated streaming devices, Roku receives positive feedback from users, but not quite as positive as the firestick.

ROKU

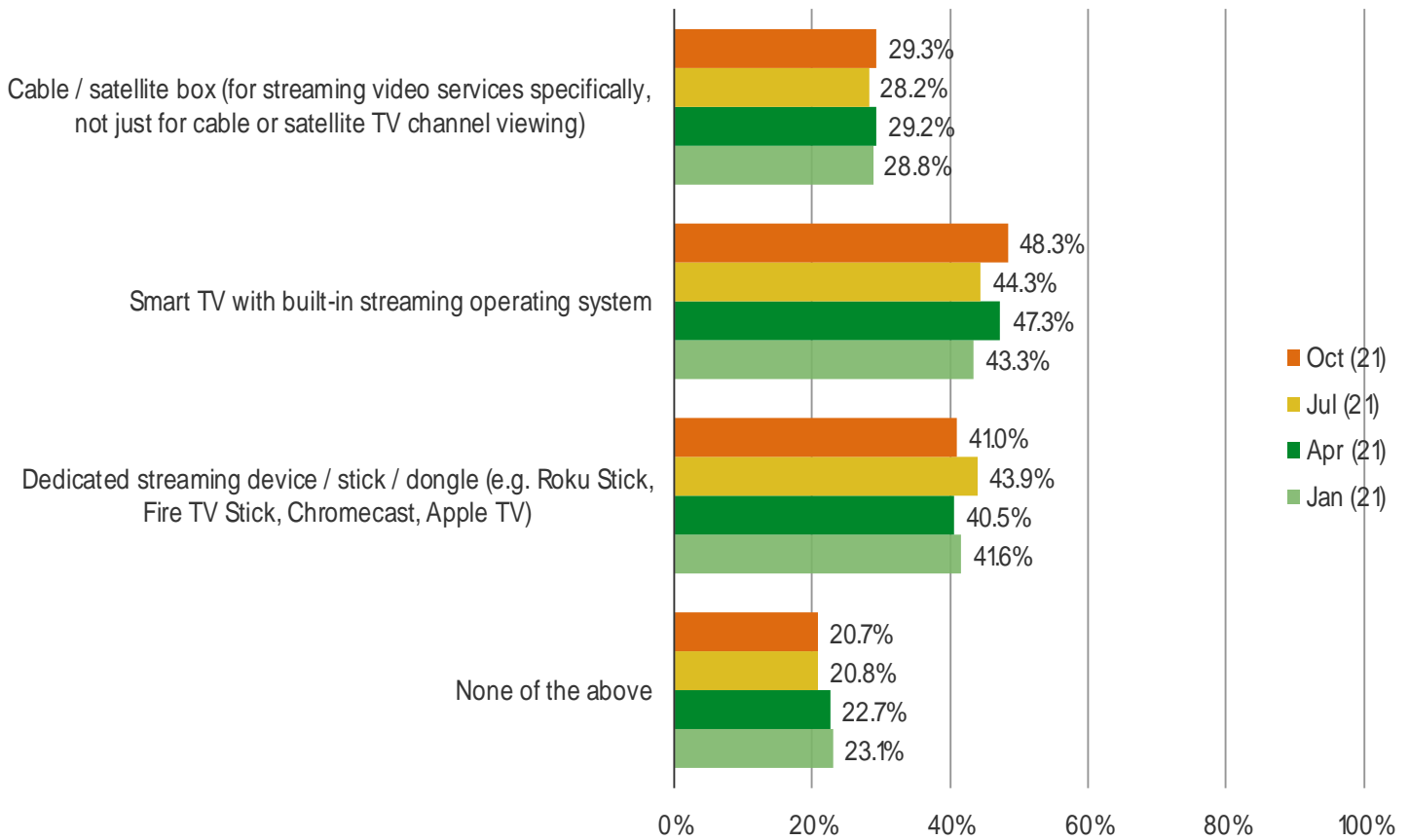
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



N = 1,009

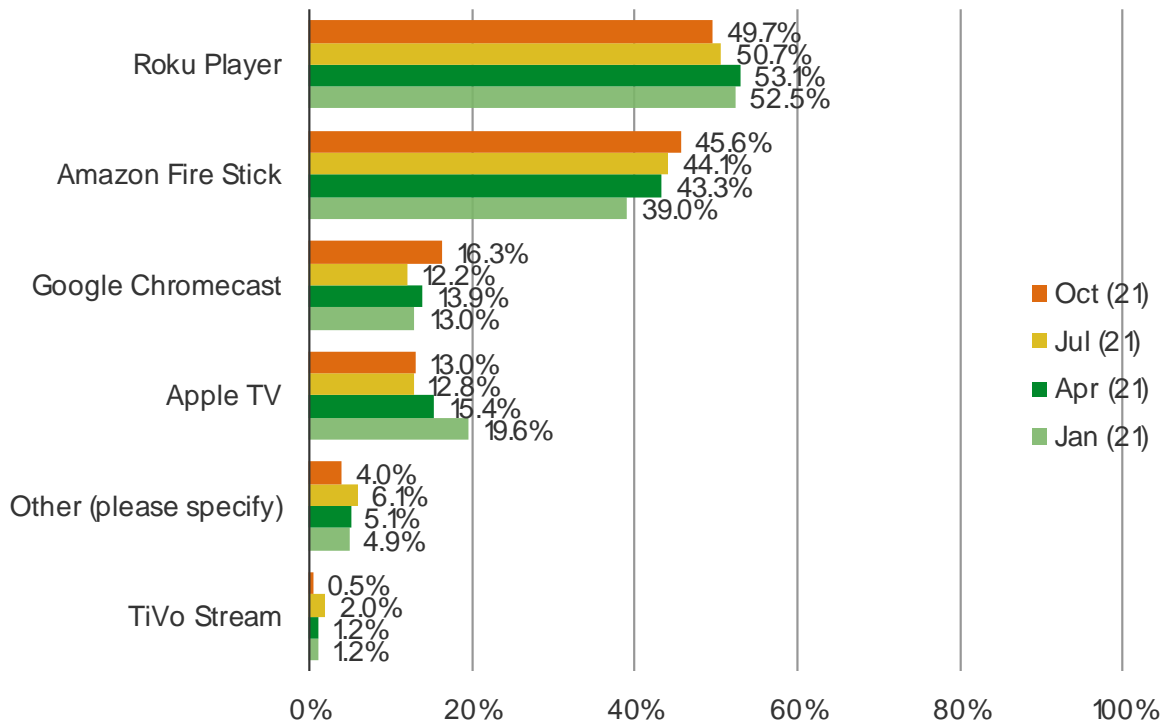
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

WHICH OF THE FOLLOWING DEDICATED STREAMING DEVICES DO YOU USE? (SELECT ALL THAT YOU CURRENTLY USE)

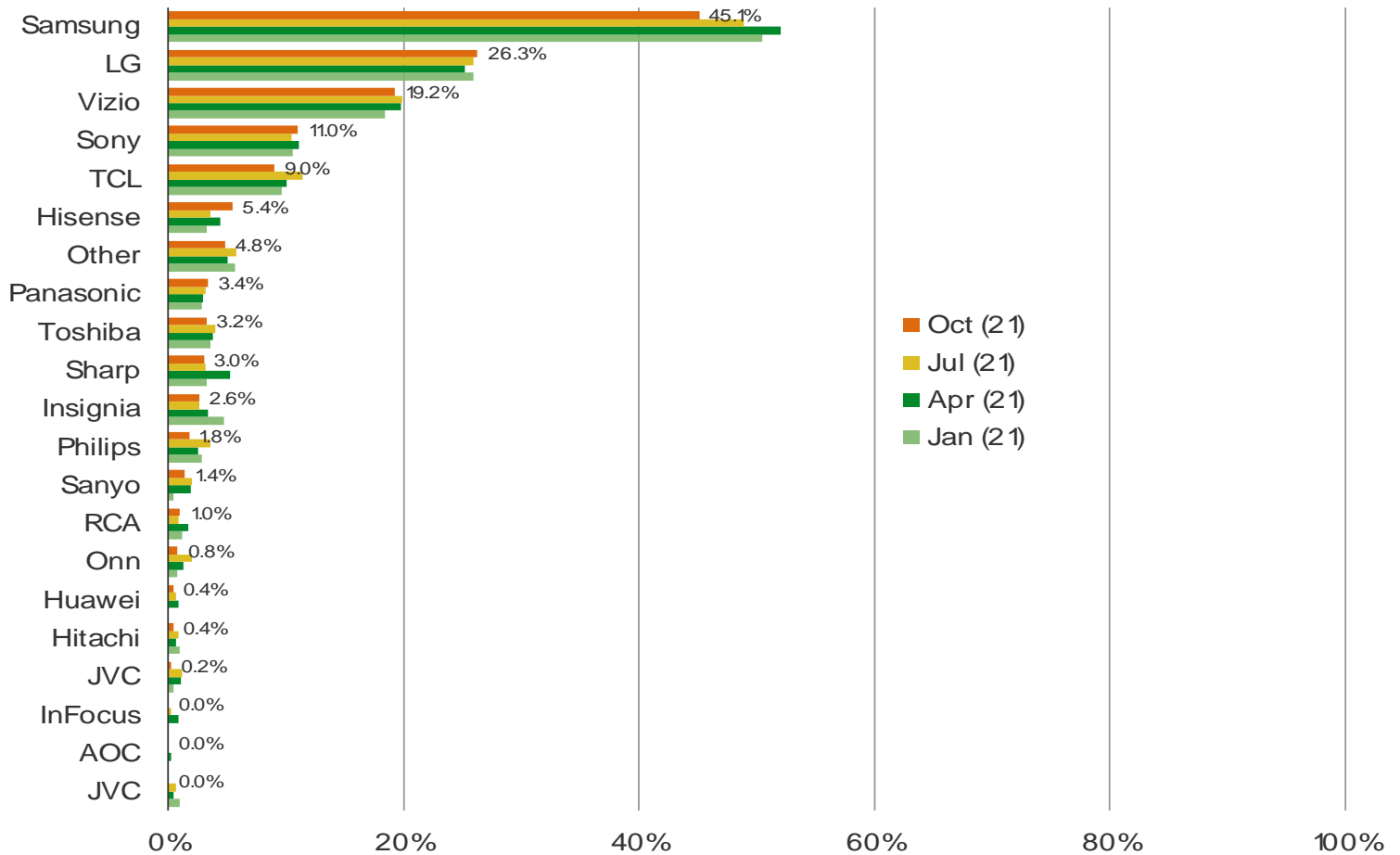
Posed to all respondents who use streaming devices.



N = 444

WHICH BRAND OF SMART TV DO YOU HAVE? (SELECT ALL THAT APPLY)

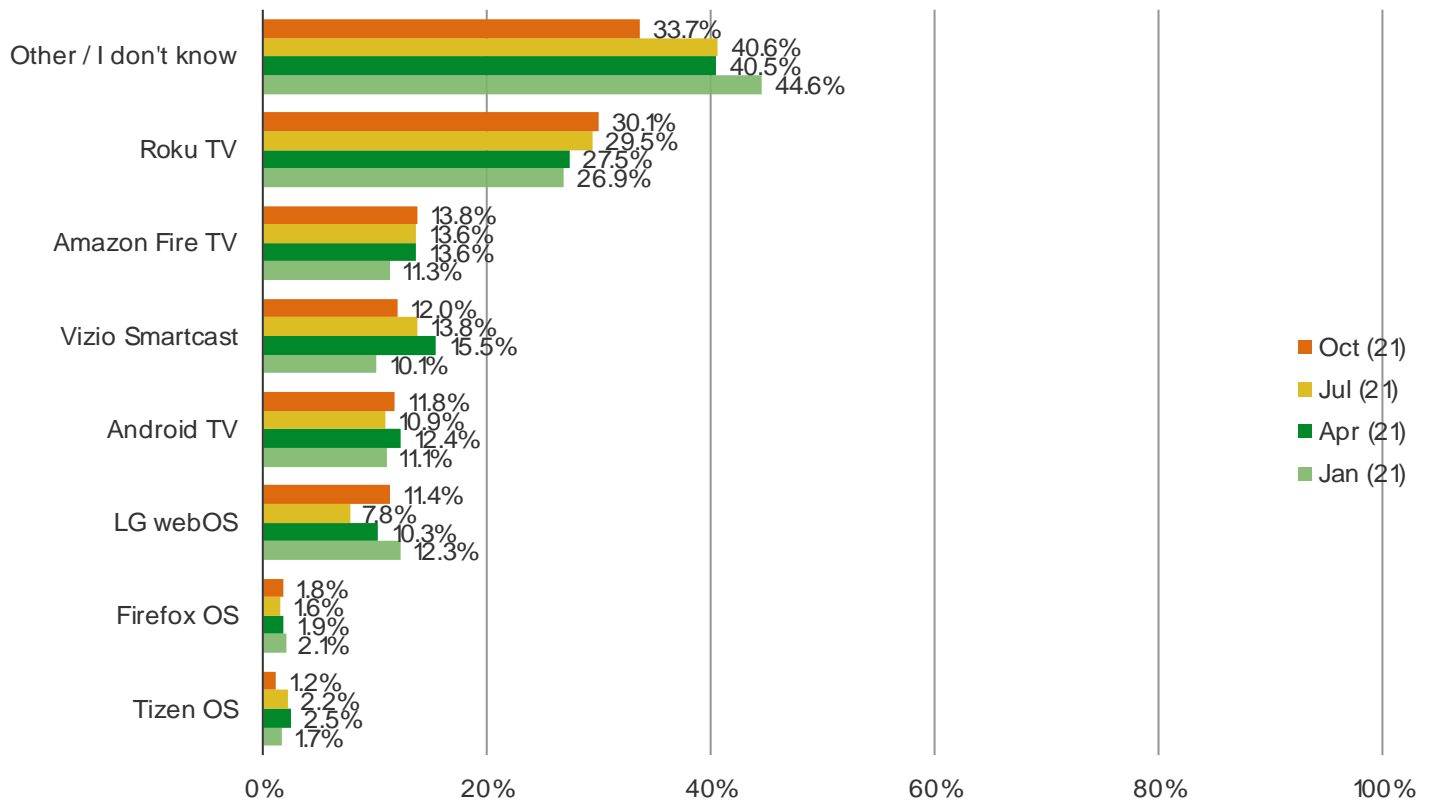
Posed to all respondents who own a smart TV.



N = 448

WHICH BUILT-IN OPERATING SYSTEM DOES YOUR SMART TV RUN? (SELECT ALL THAT APPLY ACROSS ALL THE TVS YOU OWN)

Posed to all respondents who own a smart TV.



N = 448

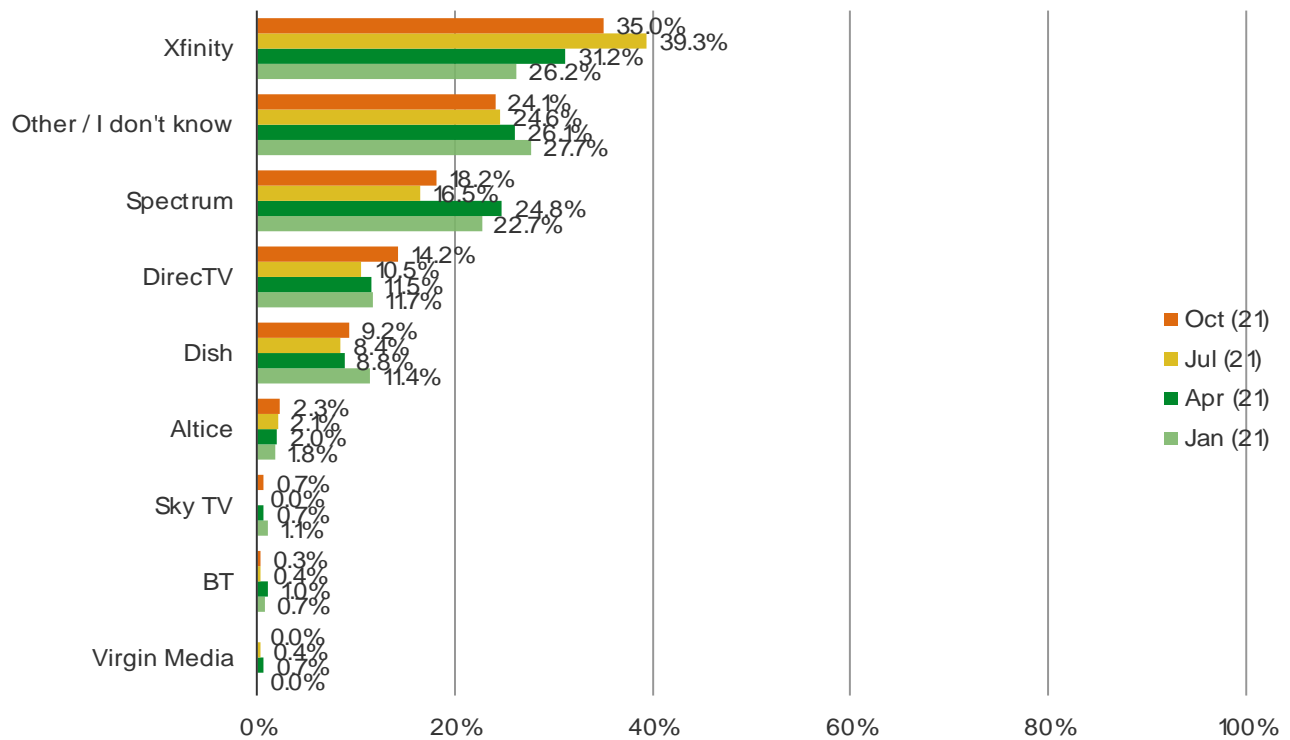
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

WHAT TYPE OF CABLE/SATELLITE SET TOP BOX DO YOU USE TO WATCH STREAMING VIDEO? (SELECT ALL THAT APPLY)

Posed to all respondents who use streaming devices.



N = 285

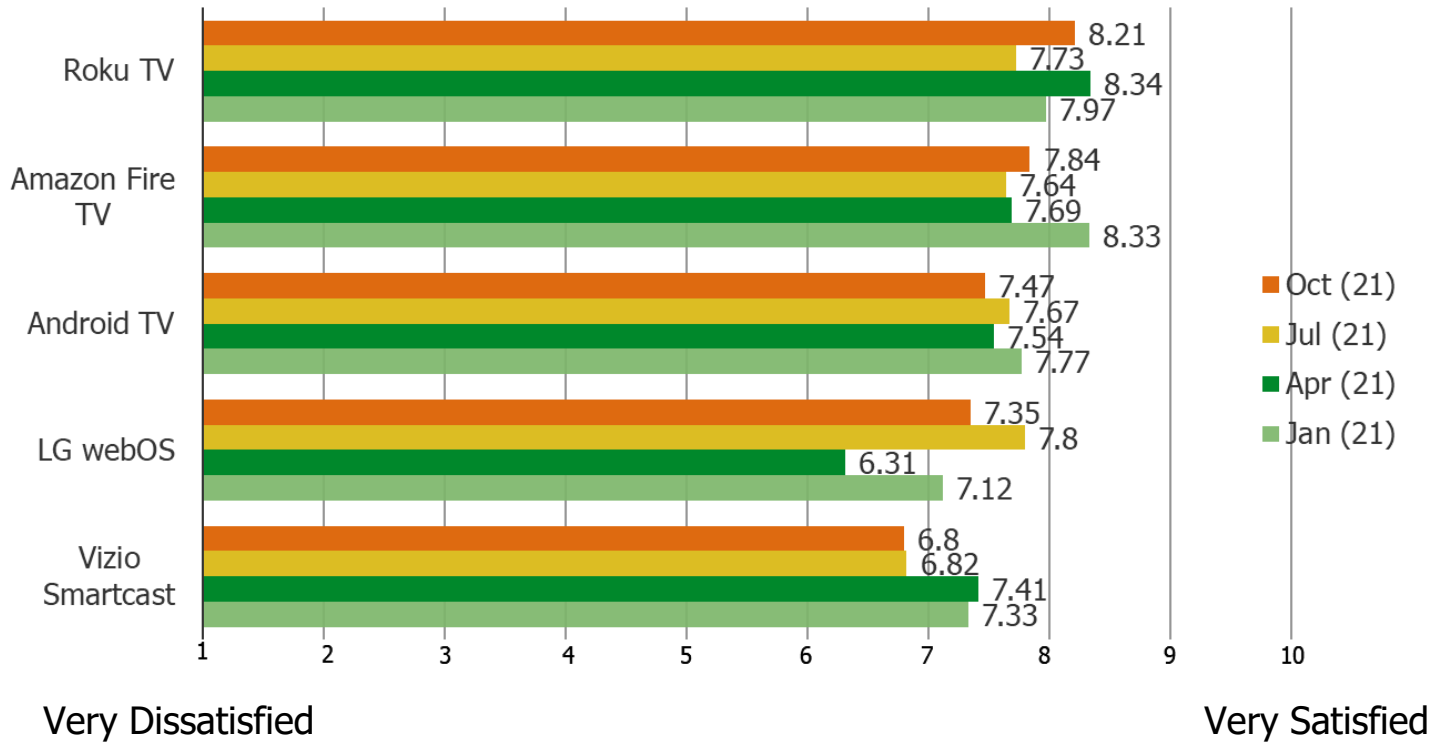
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

ON A SCALE FROM 1-10, HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR SMART TV?

Posed to all respondents who own a smart TV and use each of the following.



	N =
Roku TV	165
Amazon Fire TV	74
Vizio Smartcast	67
Android TV	63
LG webOS	63

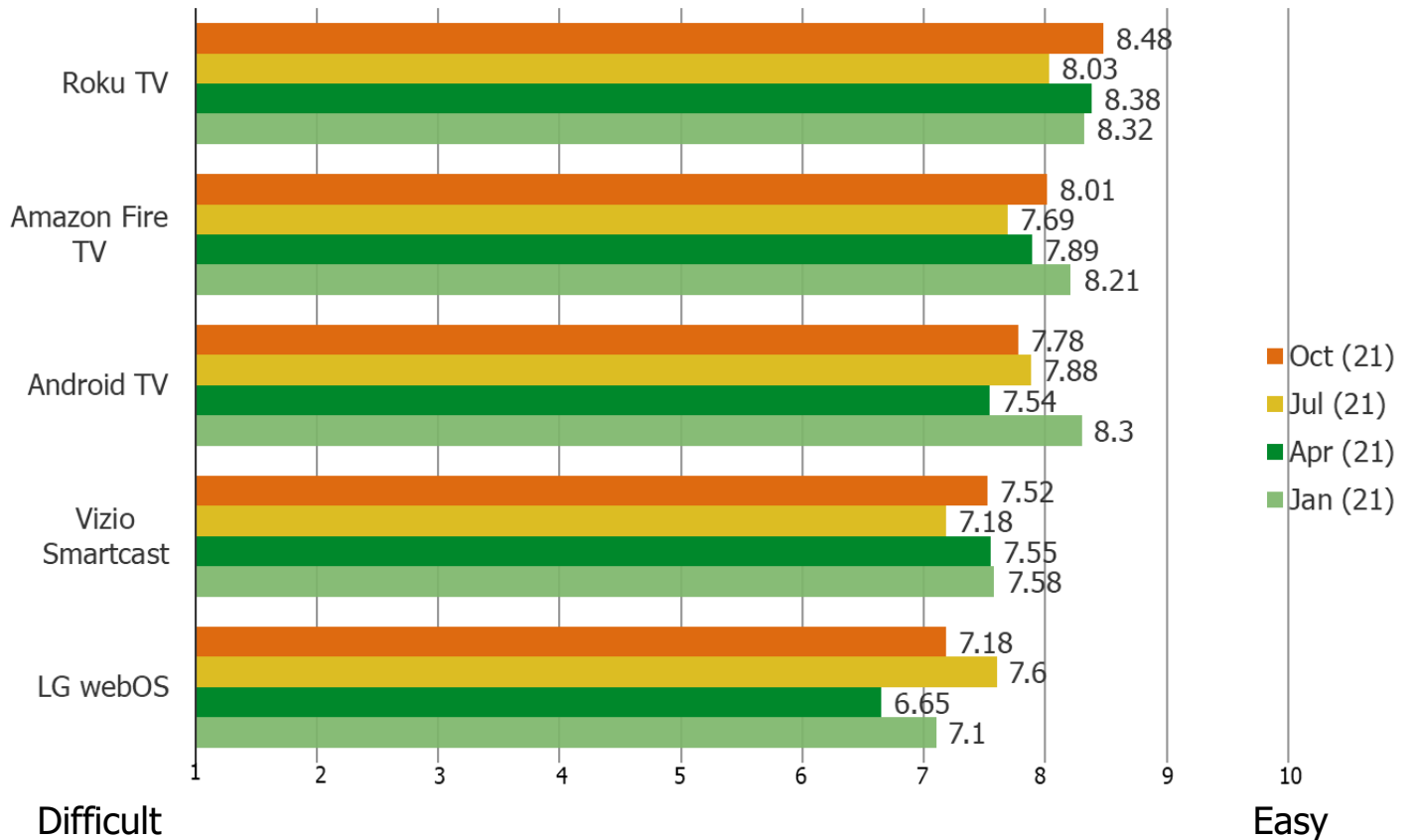
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

ON A SCALE OF 1-10 (10 BEING EASIEST, 1 BEING DIFFICULT) HOW EASY OR DIFFICULT IS IT TO OPERATE THE SOFTWARE INTERFACE ON YOUR SMART TV?

Posed to all respondents who own a smart TV and use each of the following.



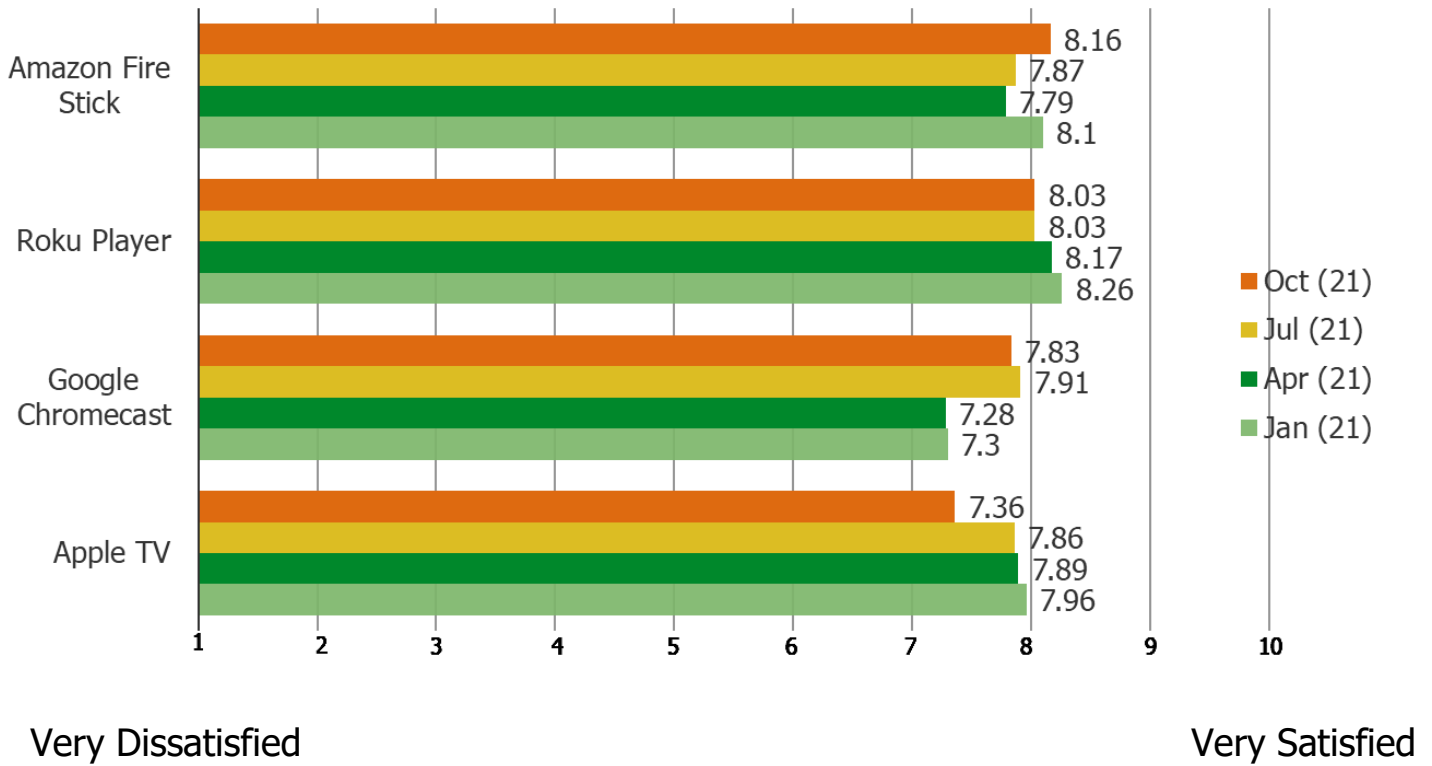
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

ON A SCALE FROM 1-10, HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR STREAMING DEVICE?

Posed to all respondents who use streaming devices.



	N =
Roku Player	221
Amazon Fire Stick	206
Google Chromecast	77
Apple TV	56

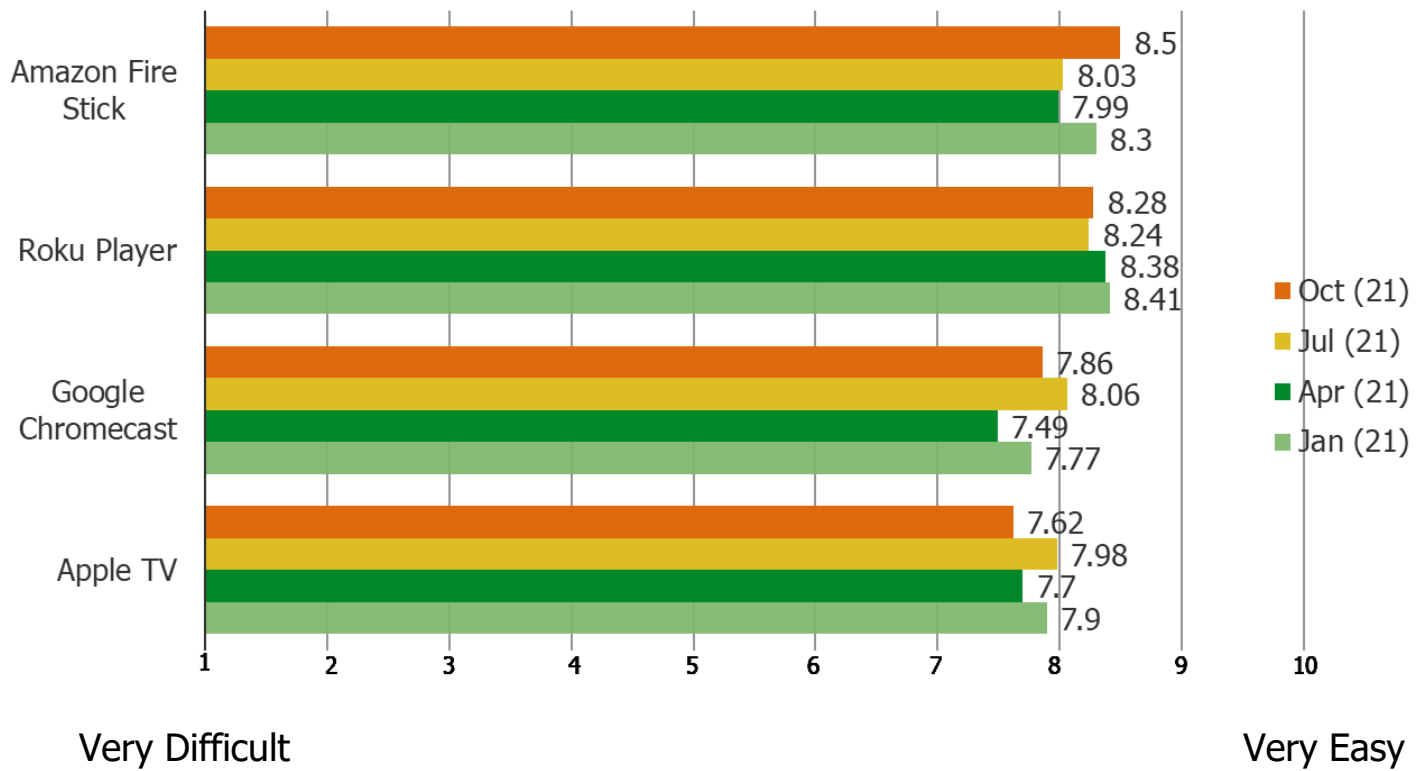
Streaming Video Players

Audience: 1,000 US Consumers

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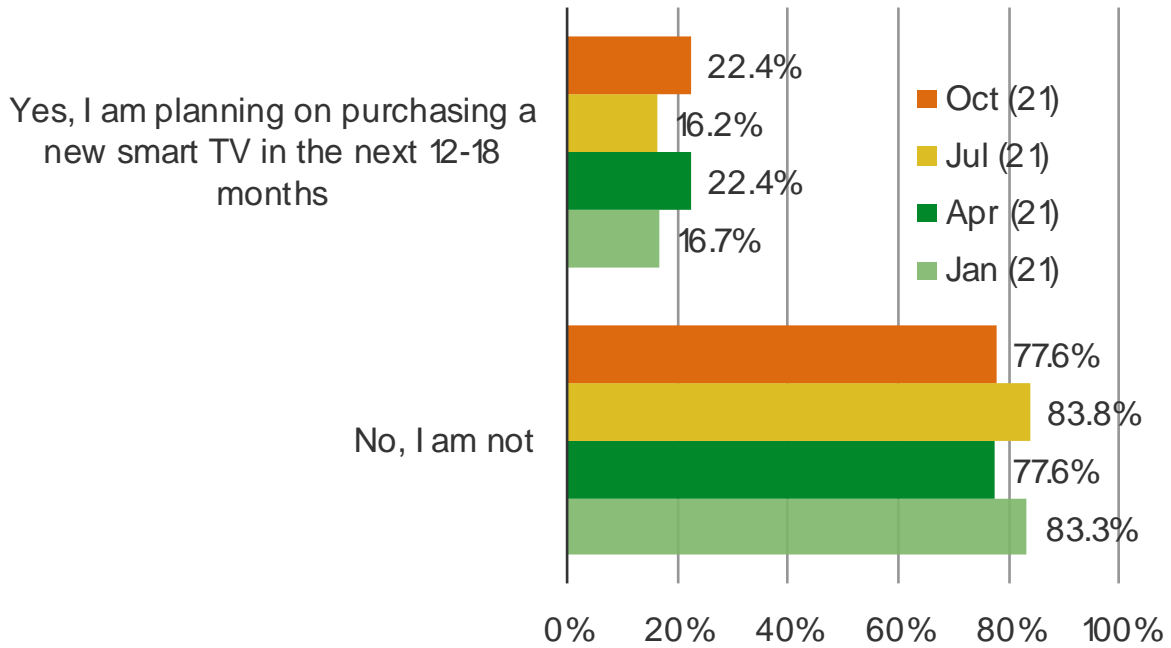
Posed to all respondents who use streaming devices.



	N =
Roku Player	221
Amazon Fire Stick	206
Google Chromecast	77
Apple TV	56

ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

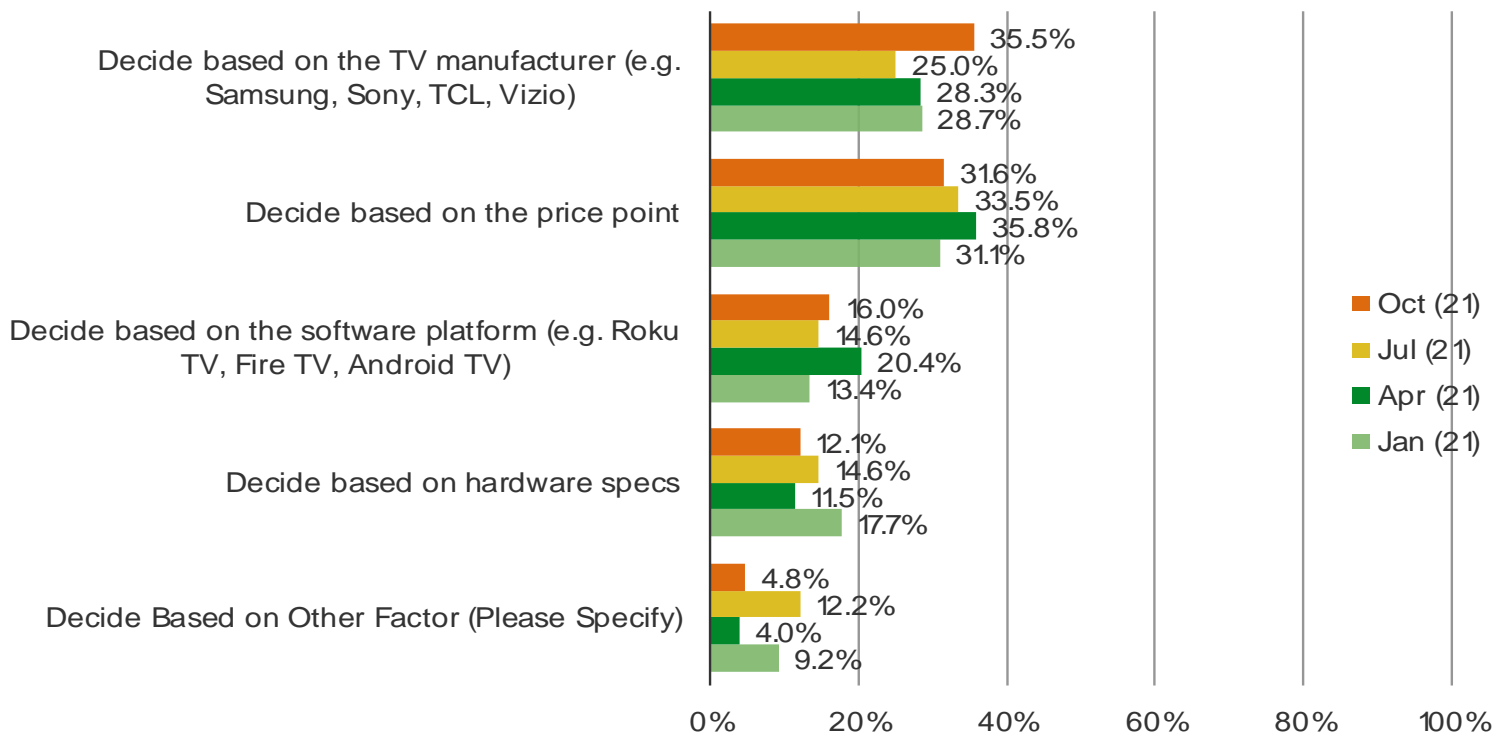
Posed to all respondents.



N = 1,009

WHAT IS THE PRIMARY FACTOR THAT WILL DETERMINE WHICH TV YOU BUY?

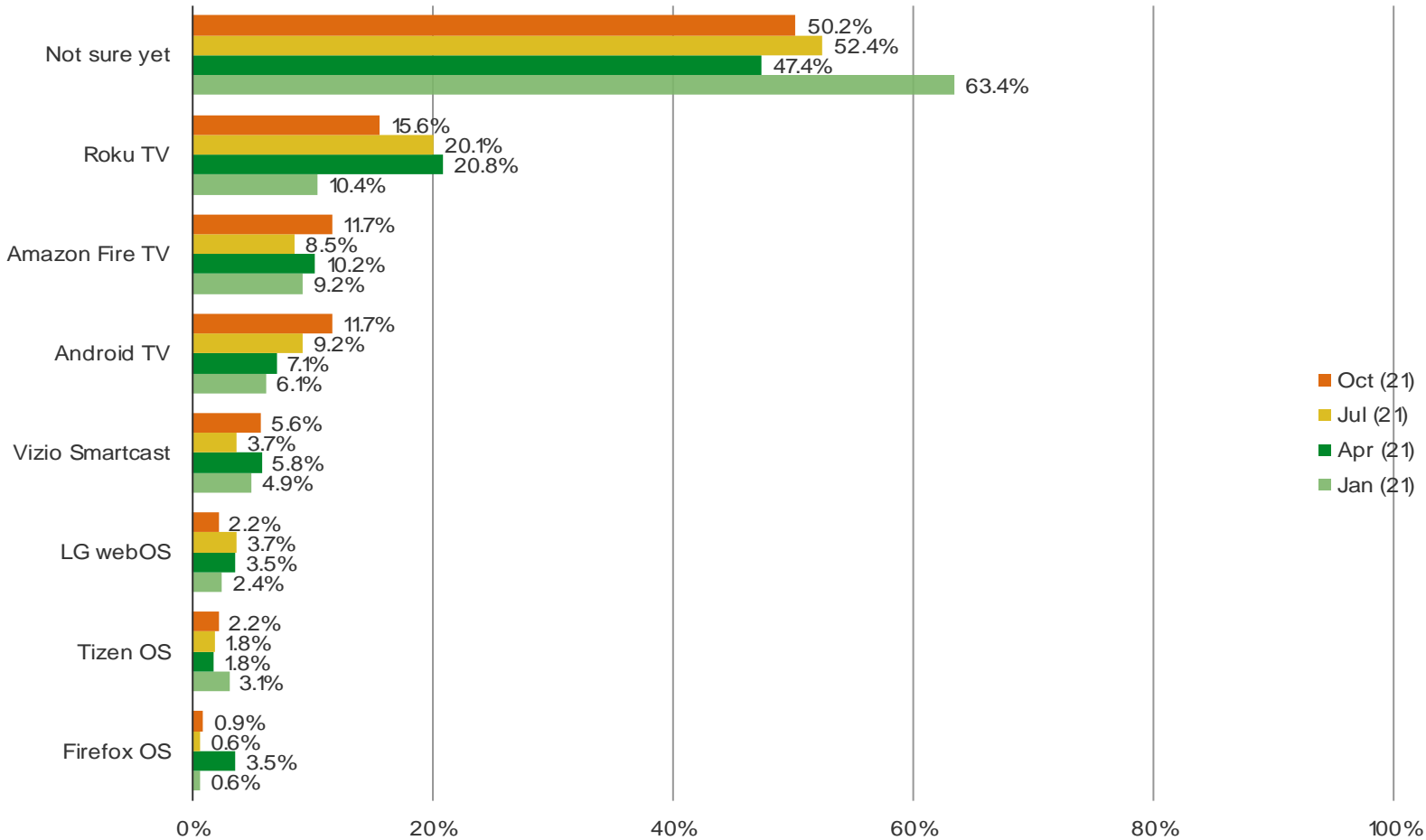
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 226

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

Posed to all respondents who have plans to purchase a smart TV.



N = 226

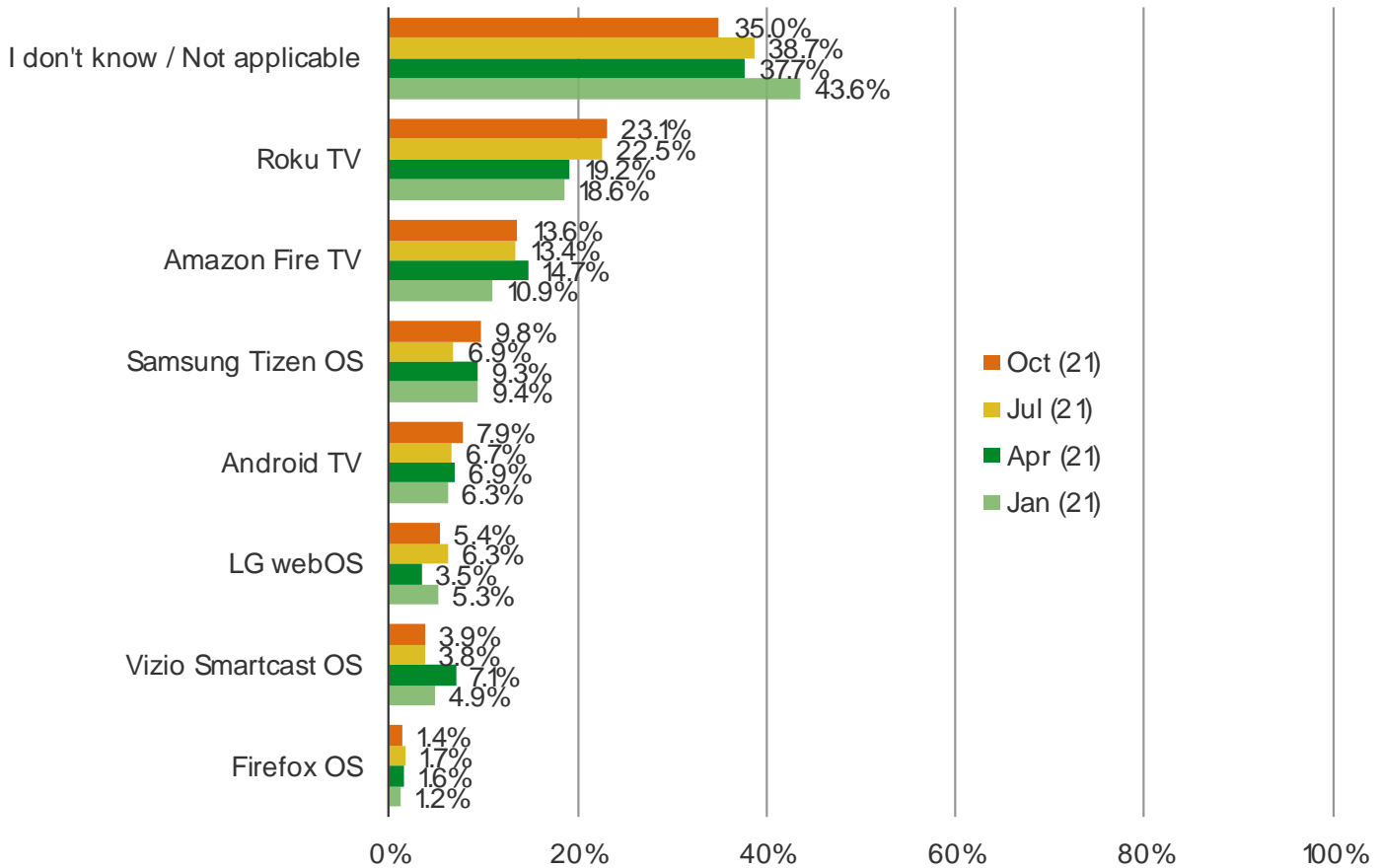
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

IF YOU HAD TO PICK ONE OF THE FOLLOWING SMART TV SOFTWARE PLATFORMS, WHICH WOULD YOU CHOOSE?

Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 578

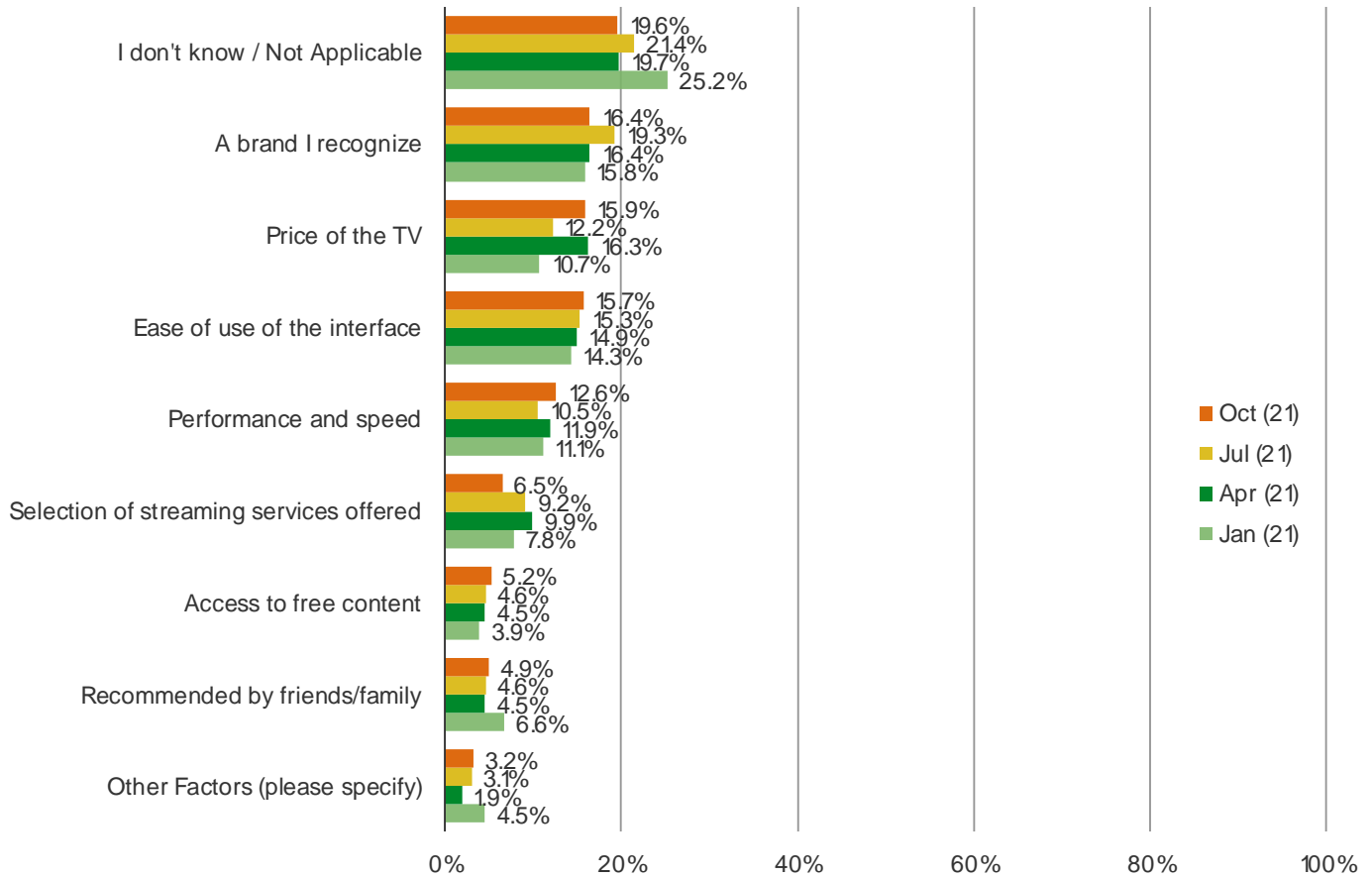
Streaming Video Players

Audience: 1,000 US Consumers

Date: October 2021

THINKING ABOUT THE QUESTION ABOVE (CHART ON PRIOR PAGE), WHICH OF THE FOLLOWING FACTORS MOST DETERMINED YOUR PREFERENCE?

Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 578