



Streaming Players Survey (Roku Deep Dive)

Volume 15 | Quarterly Survey
1,000 US Consumers Balanced To Census
Tickers Covered: ROKU, AMZN, AAPL.

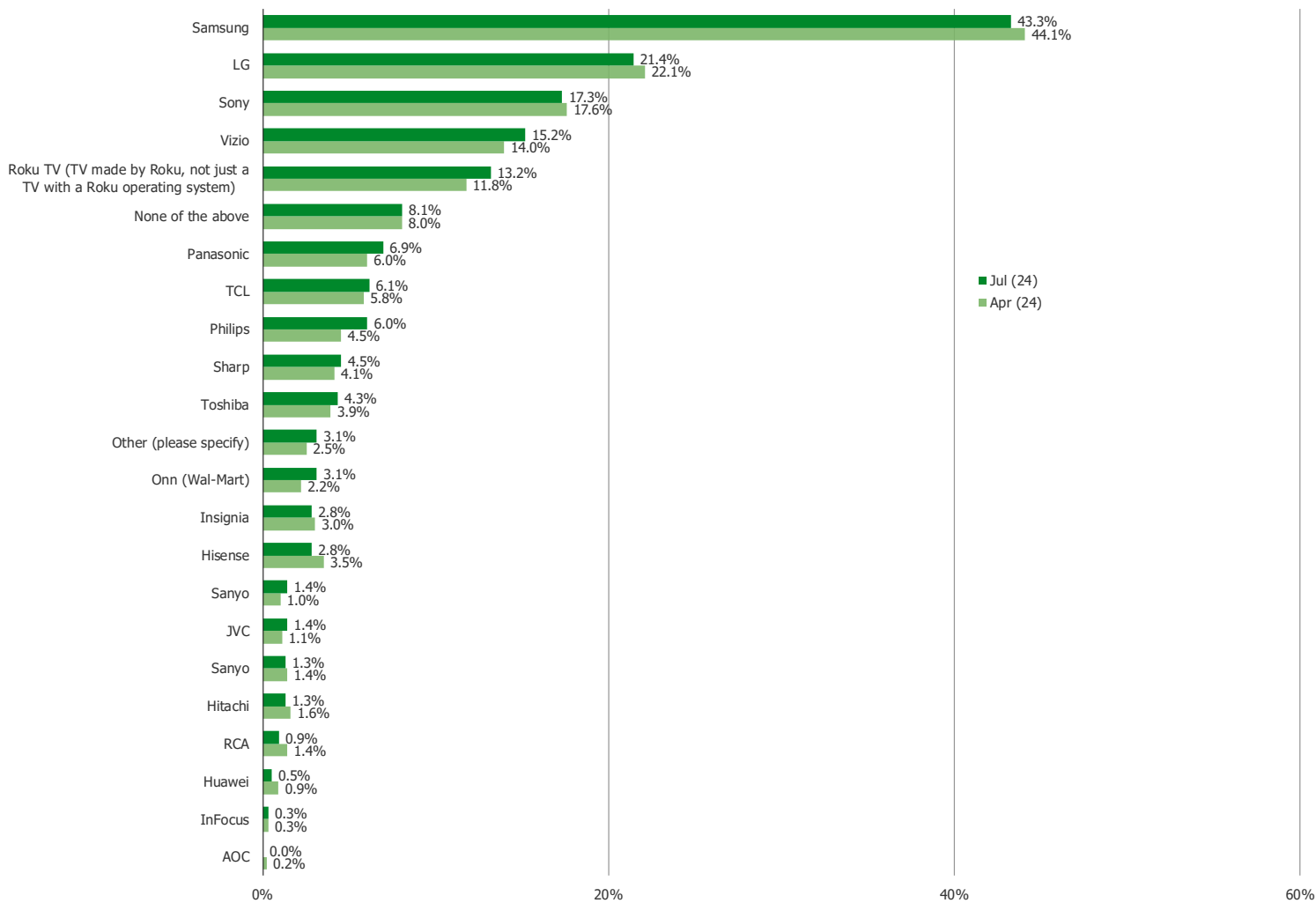
Key Takeaways:

- Samsung remains the top brand that consumers look to when purchasing TV's. This holds across income levels.
- The share who plan to purchase a new smart TV in the next 12-18 months has declined q/q.
- Roku TV holds the top spot when we ask respondents what smart TV software platform they would choose in the future.
- Roku continues to lead when it comes to dedicated streaming devices consumers use, followed by Amazon Fire Stick.

NEW QUESTIONS THIS QUARTER

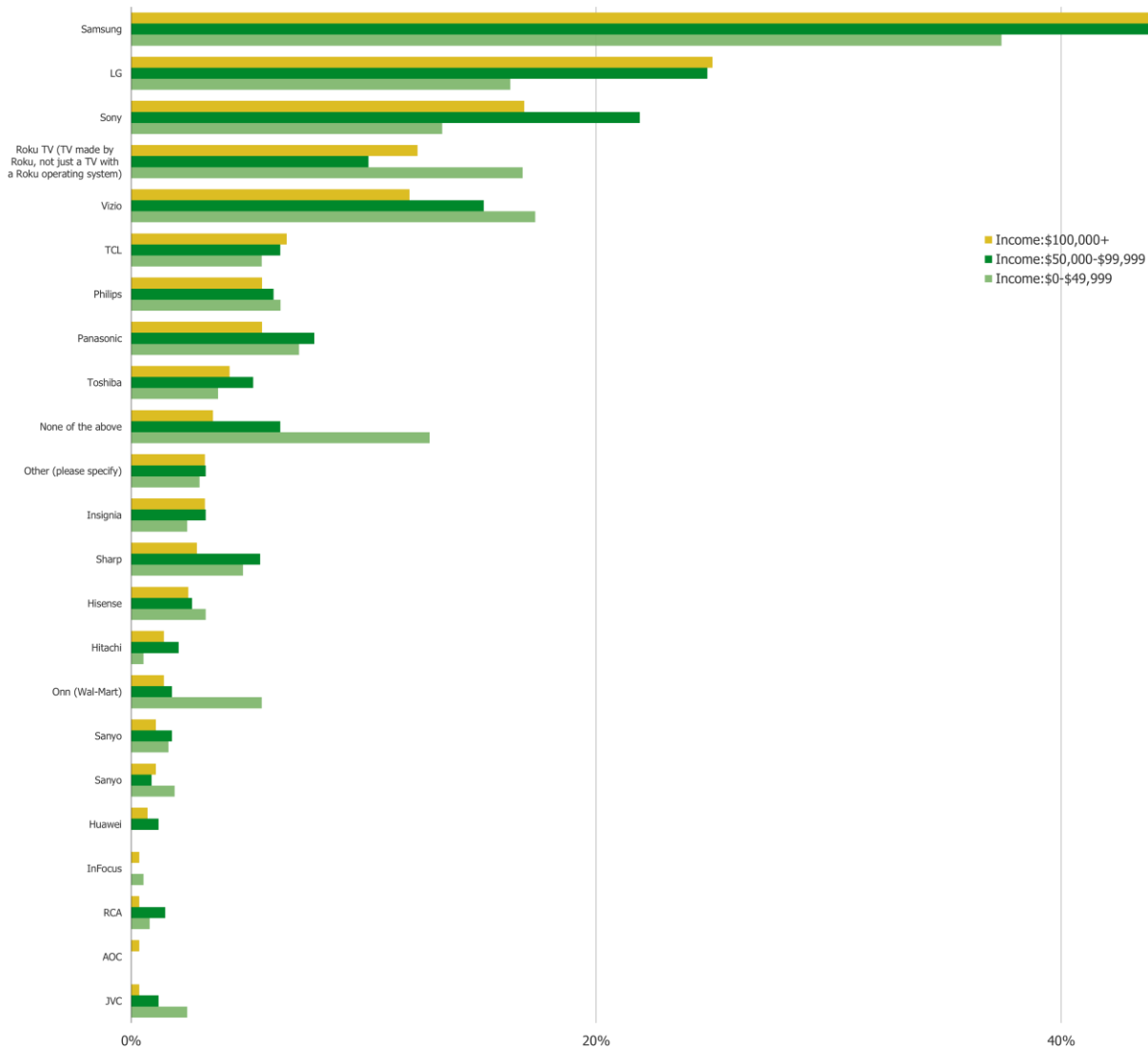
IF YOU WERE BUYING A TV TODAY, WHICH WOULD BE MOST LIKELY TO BUY?

Posed to all respondents.



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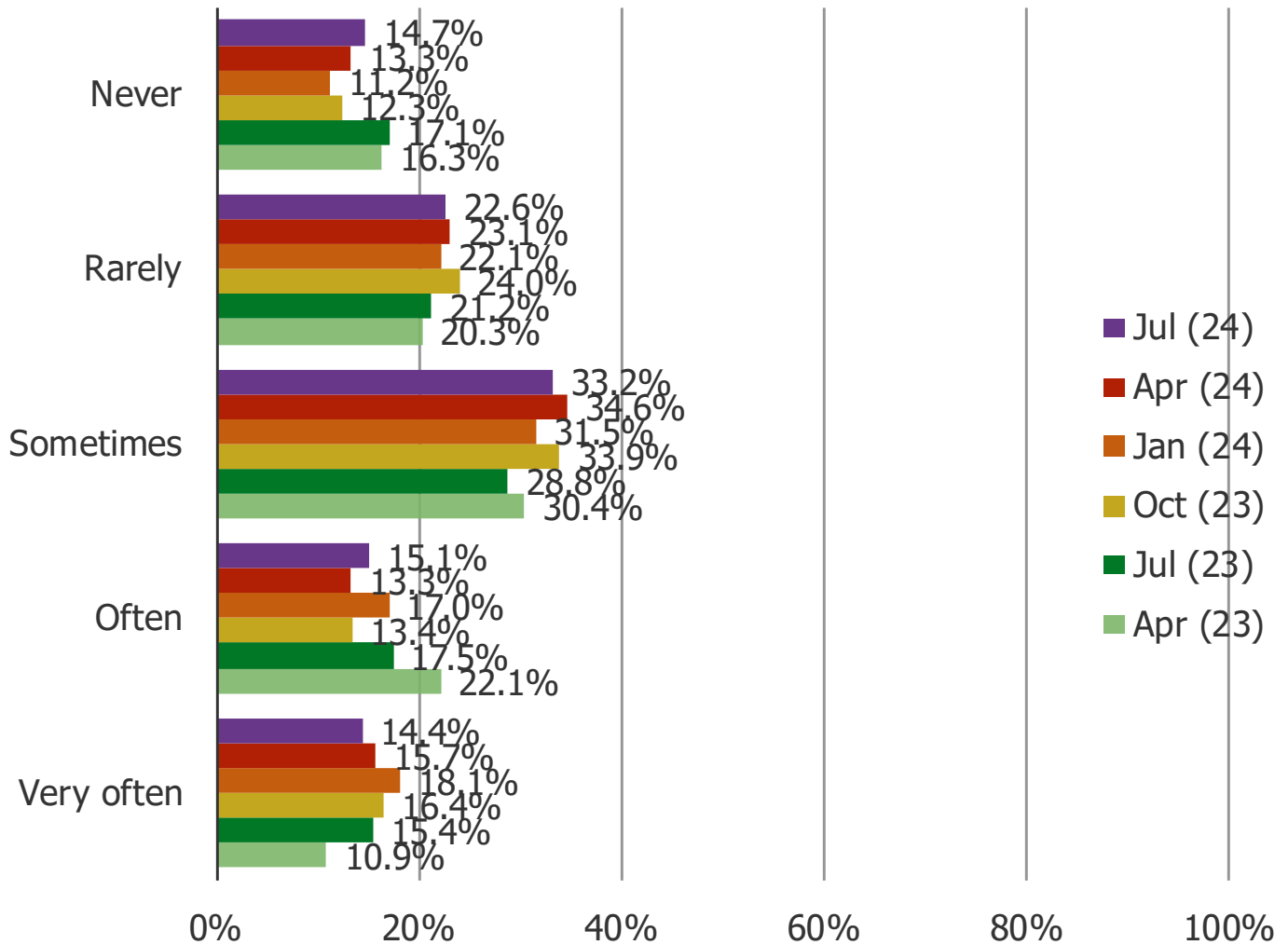
Posed to all respondents, cross-tabbed by income.



ROKU CHANNEL AND A TV MANUFACTURED BY ROKU

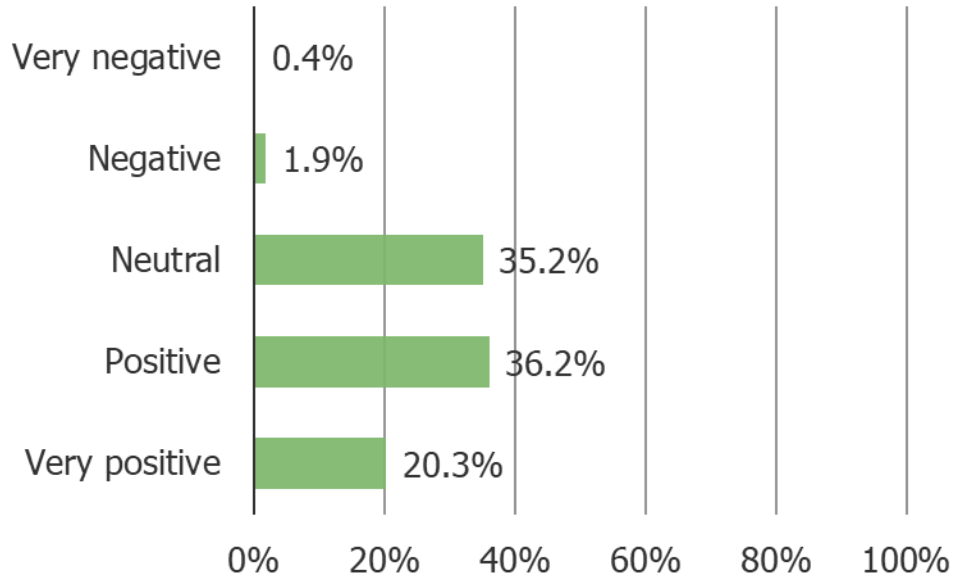
HOW OFTEN DO YOU WATCH THE ROKU CHANNEL?

Posed to respondents who have a TV that uses the Roku OS or owns a Roku streaming player (N = 292).



WHAT IS YOUR OPINION OF THE ROKU CHANNEL?

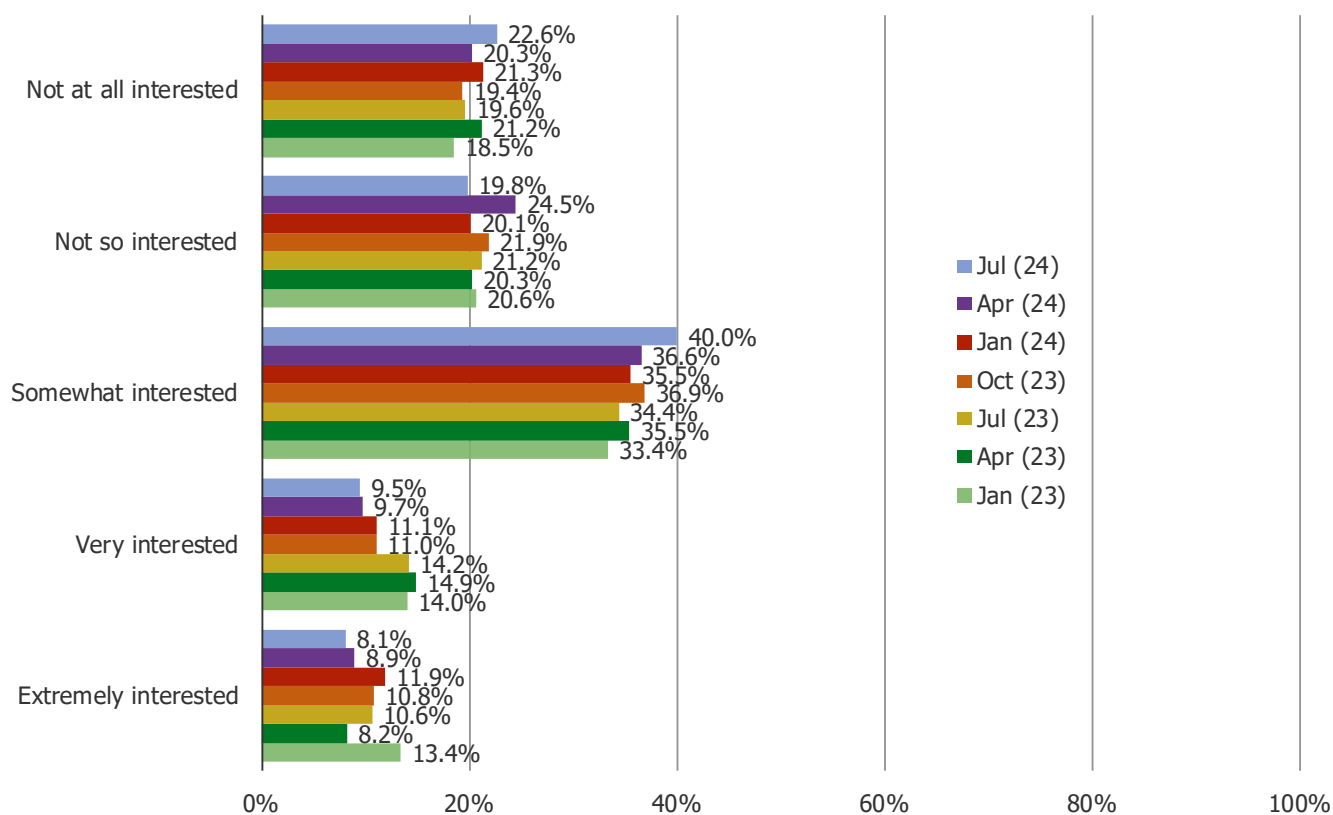
Posed to Roku users who watch the Roku Channel sometimes, often, or very often.



Combining historical waves to reach a larger N Size (N = 1723)

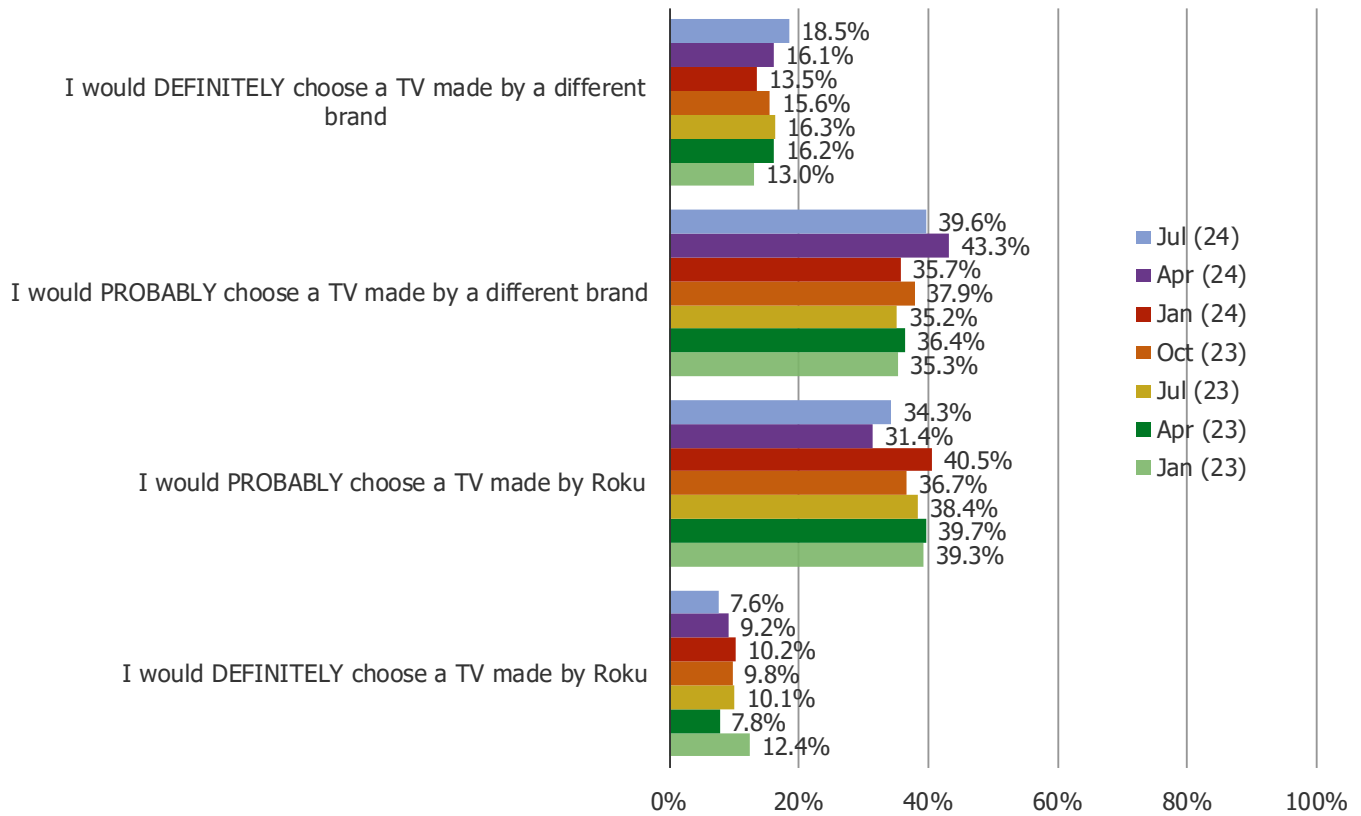
HOW INTERESTED WOULD YOU BE IN GETTING A TV THAT WAS ACTUALLY MANUFACTURED BY ROKU?

Posed to all respondents.



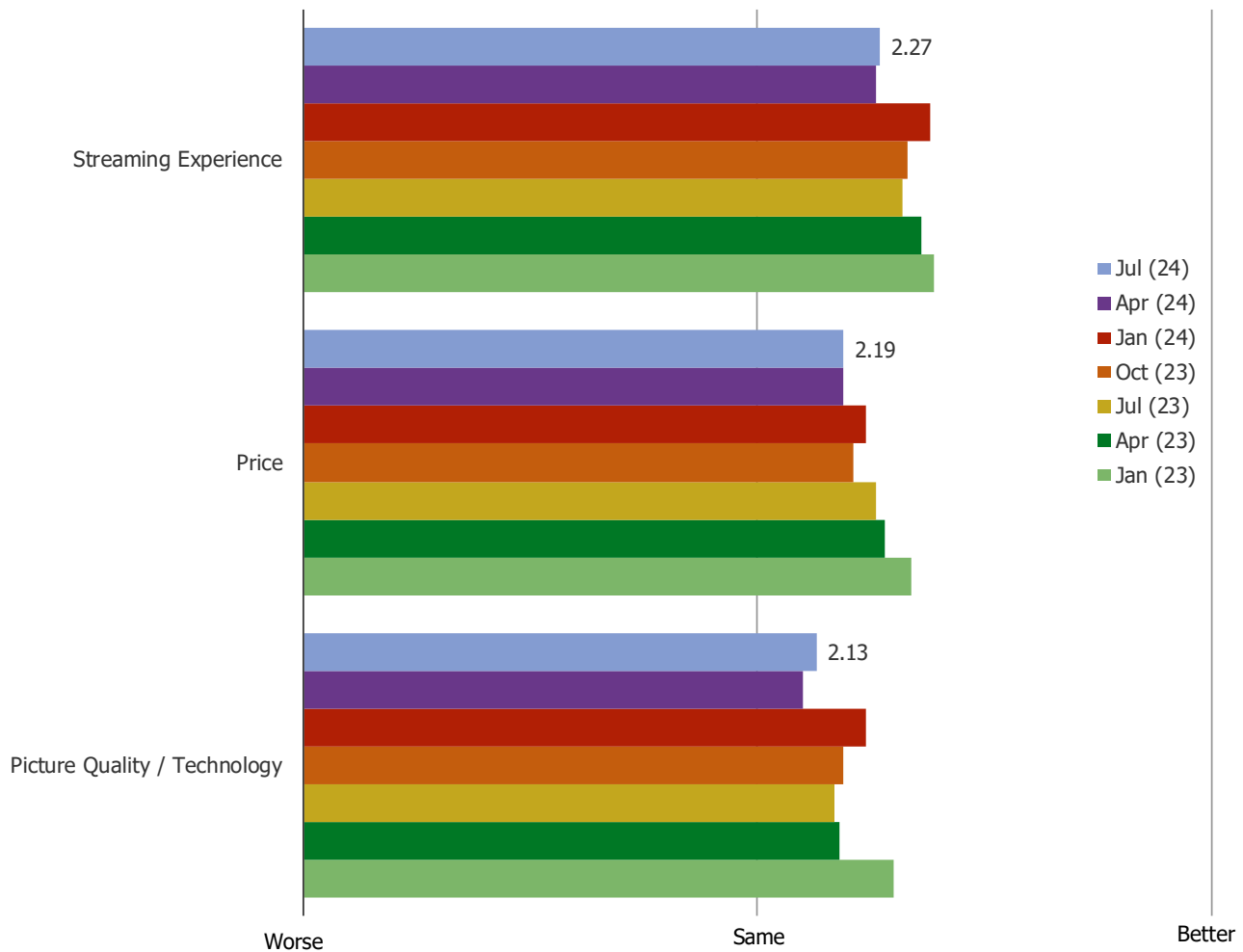
HOW LIKELY WOULD YOU BE TO BUY A TV THAT WAS MANUFACTURED BY ROKU WHEN YOU ARE BUYING YOUR NEXT TV?

Posed to all respondents.



WOULD YOU EXPECT A TV MANUFACTURED BY ROKU TO BE BETTER OR WORSE THAN WHAT YOU HAVE NOW WHEN IT COMES TO...

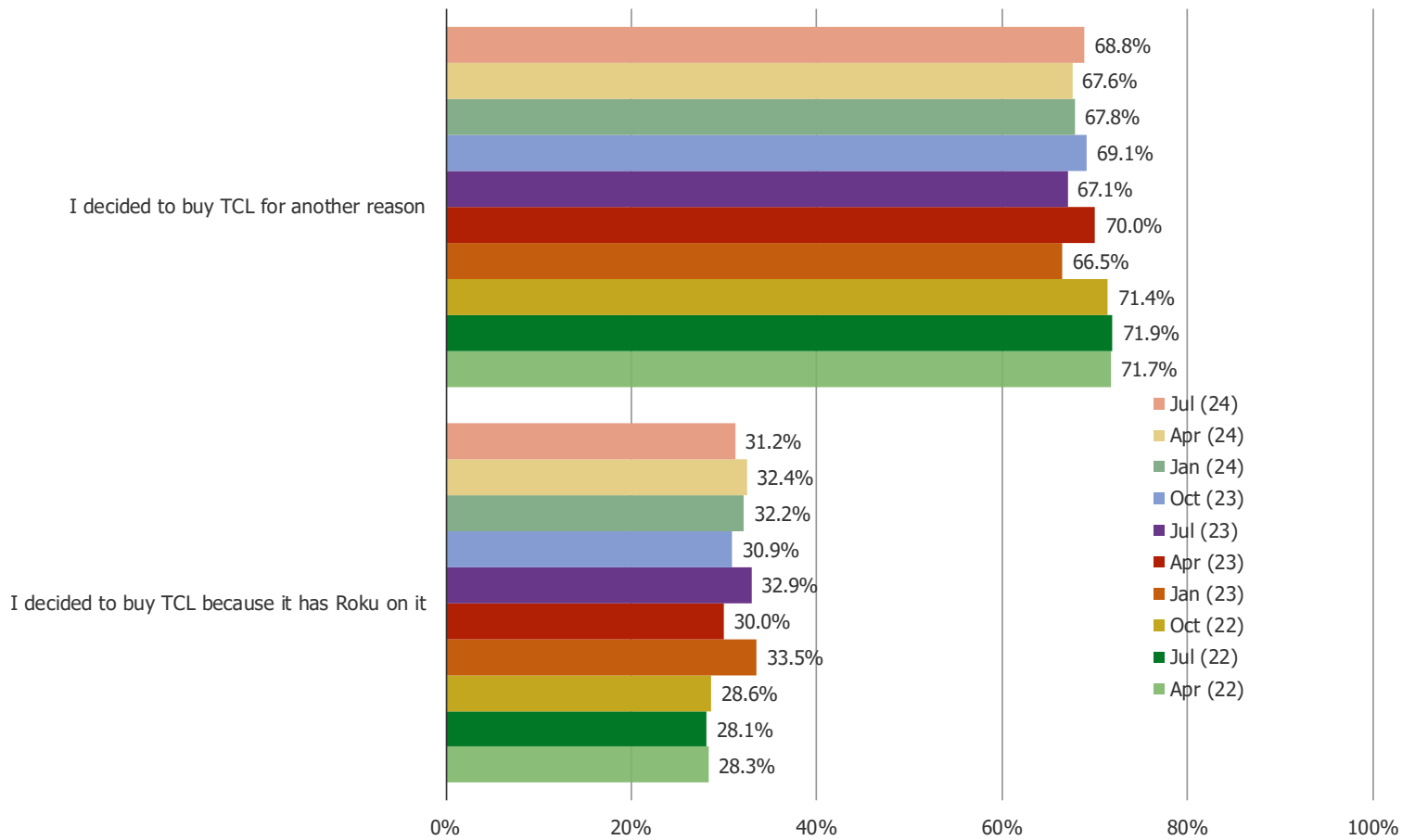
Posed to all respondents.



MORE ROKU AND TV QUESTIONS

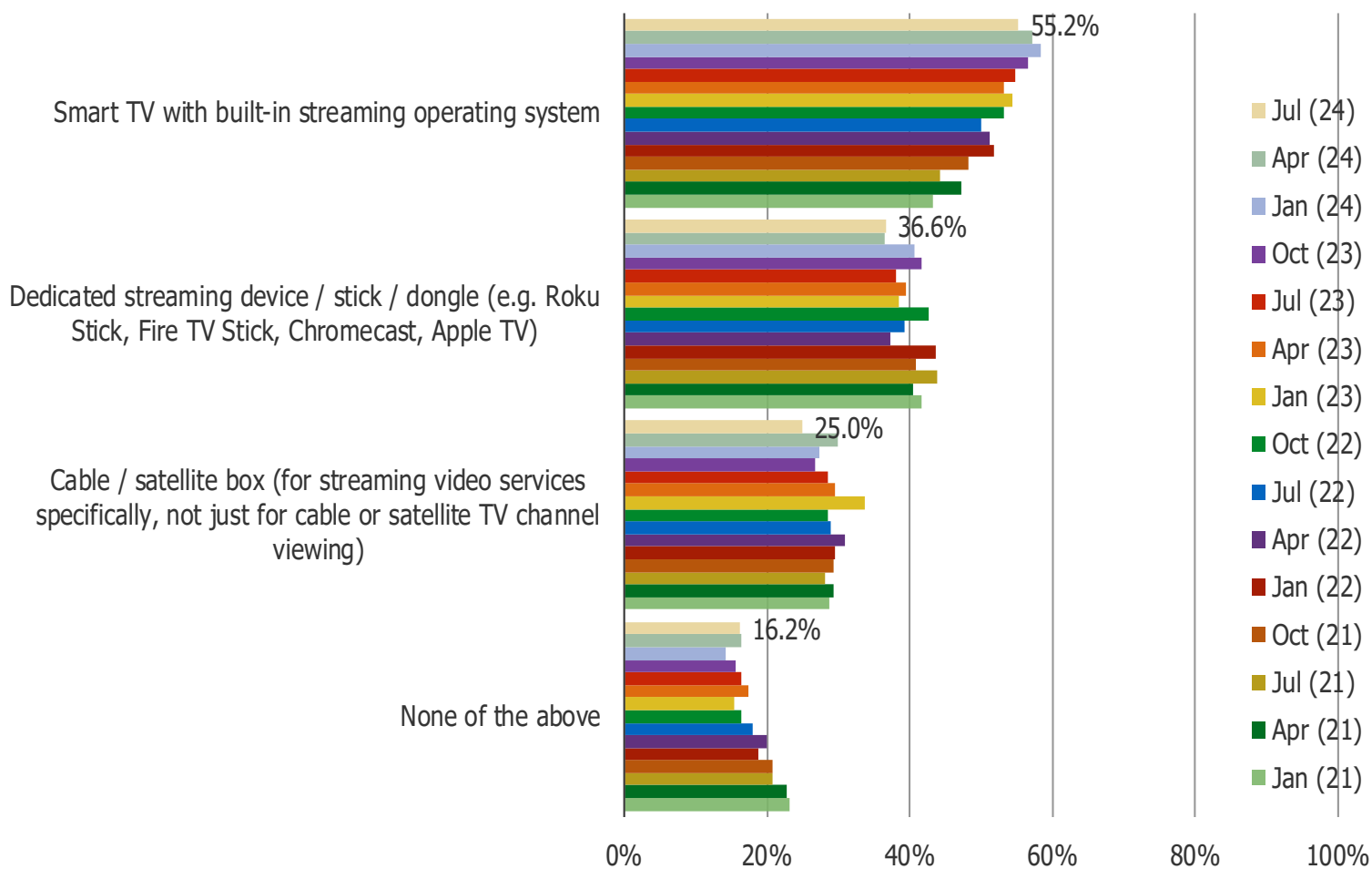
THINKING ABOUT YOUR TCL TV, WHICH OF THE FOLLOWING DESCRIBES YOU...

Posed to all respondents who have a TCL TV.



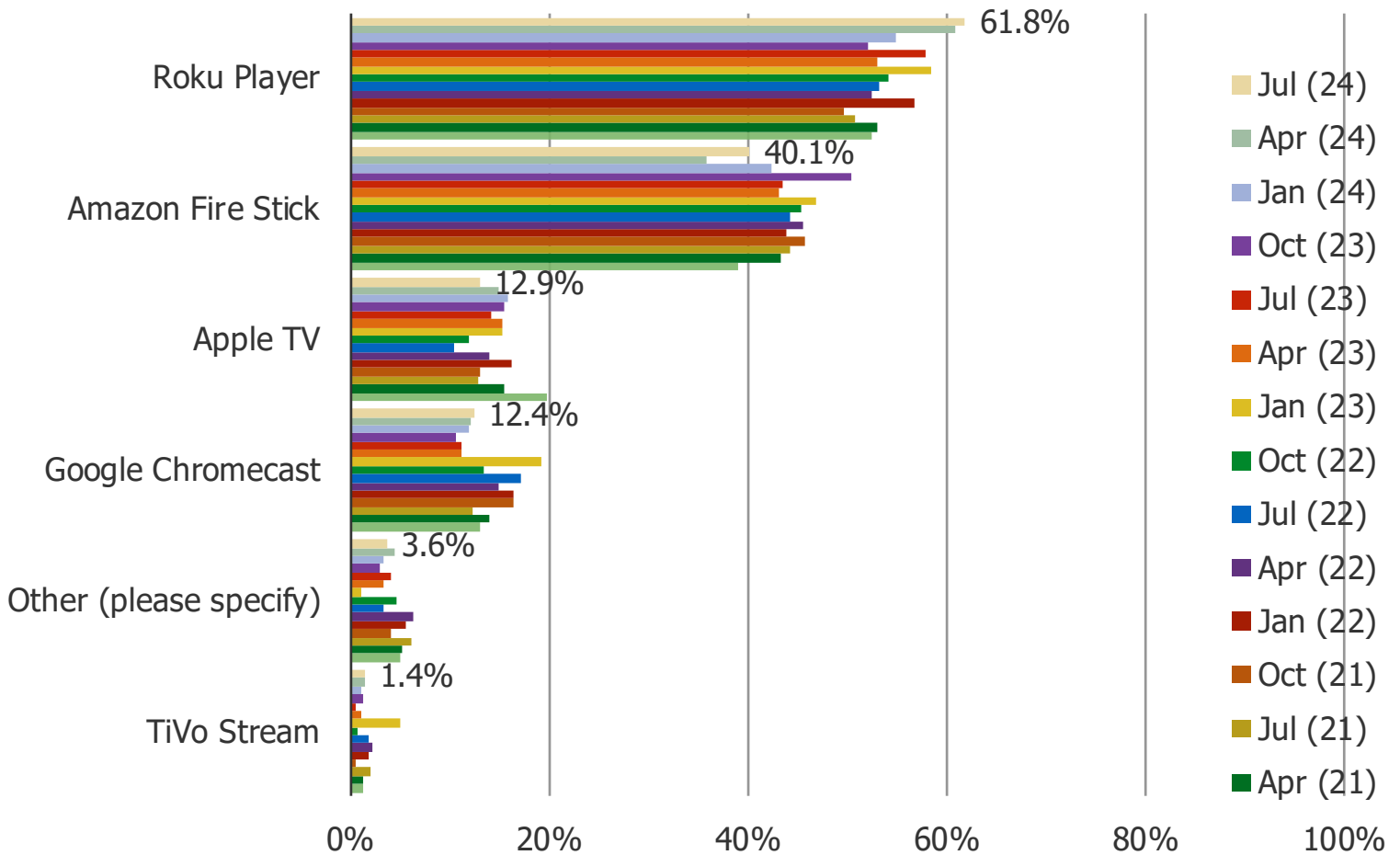
WHAT HARDWARE DO YOU USE TO WATCH STREAMING VIDEO ON YOUR TV? (SELECT ALL THAT APPLY)

Posed to all respondents.



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

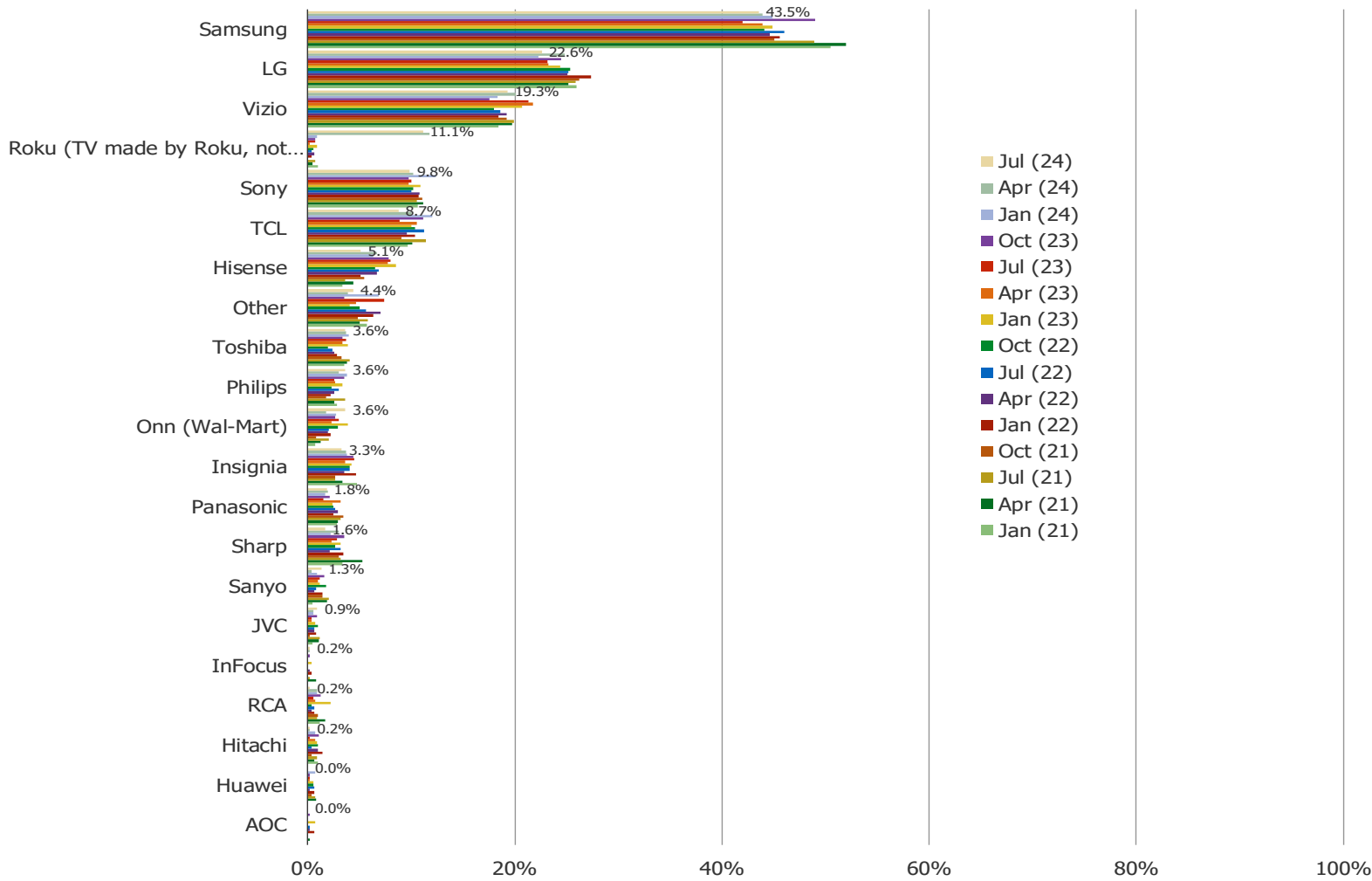
Posed to all respondents who use streaming devices.



N = 364

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

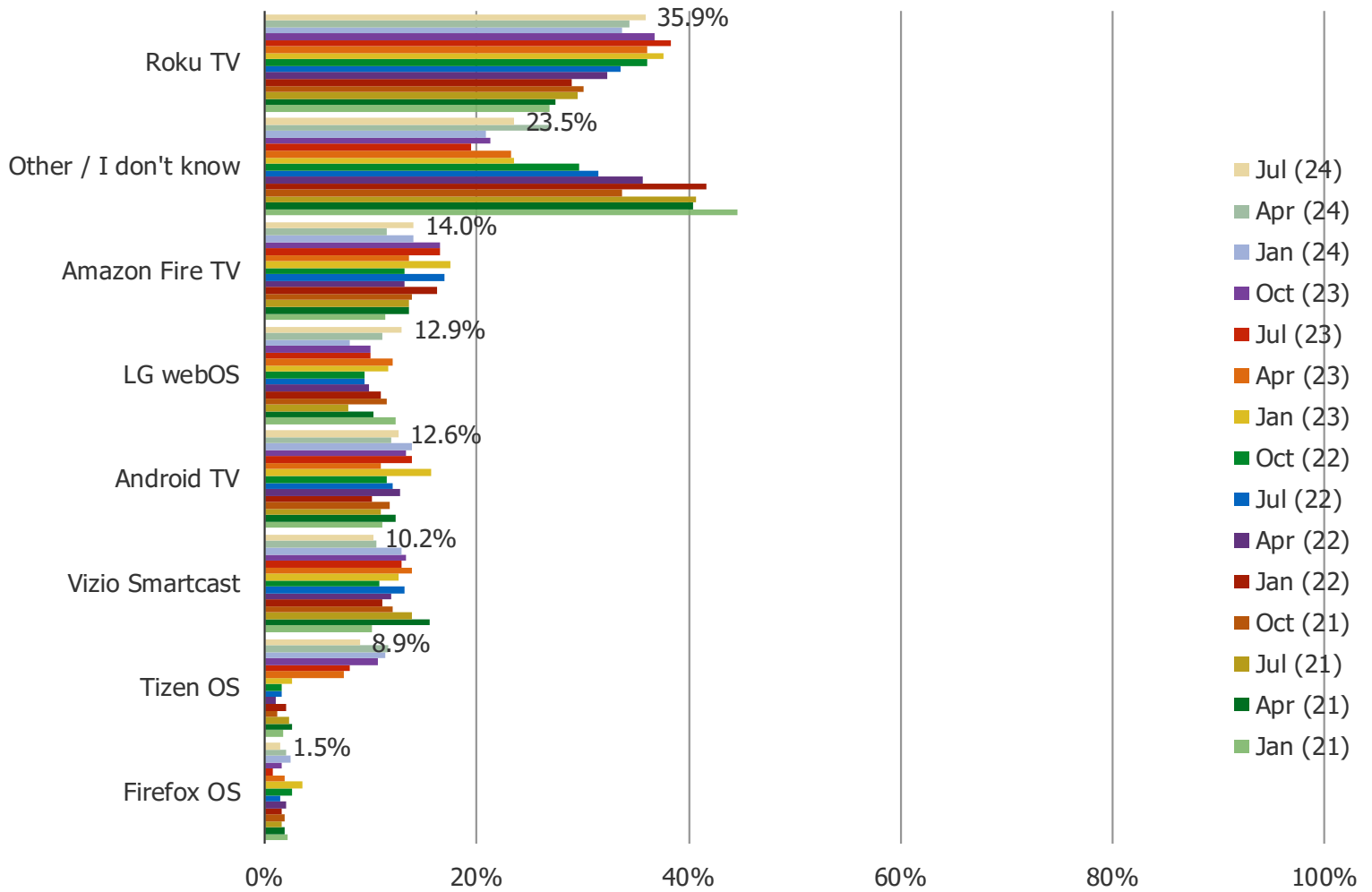
Posed to all respondents who own a smart TV.



N = 549

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

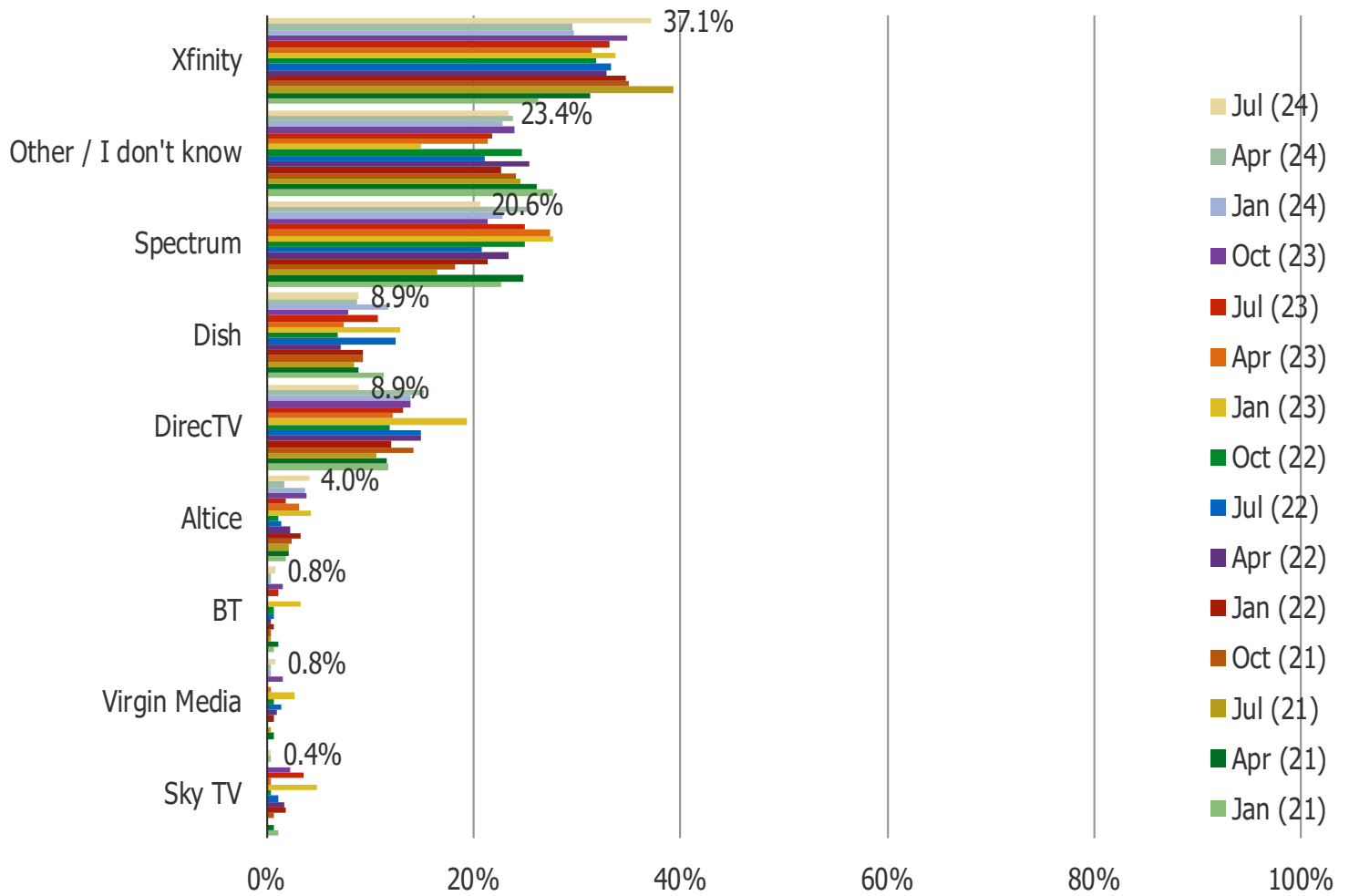
Posed to all respondents who own a smart TV.



N = 549

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

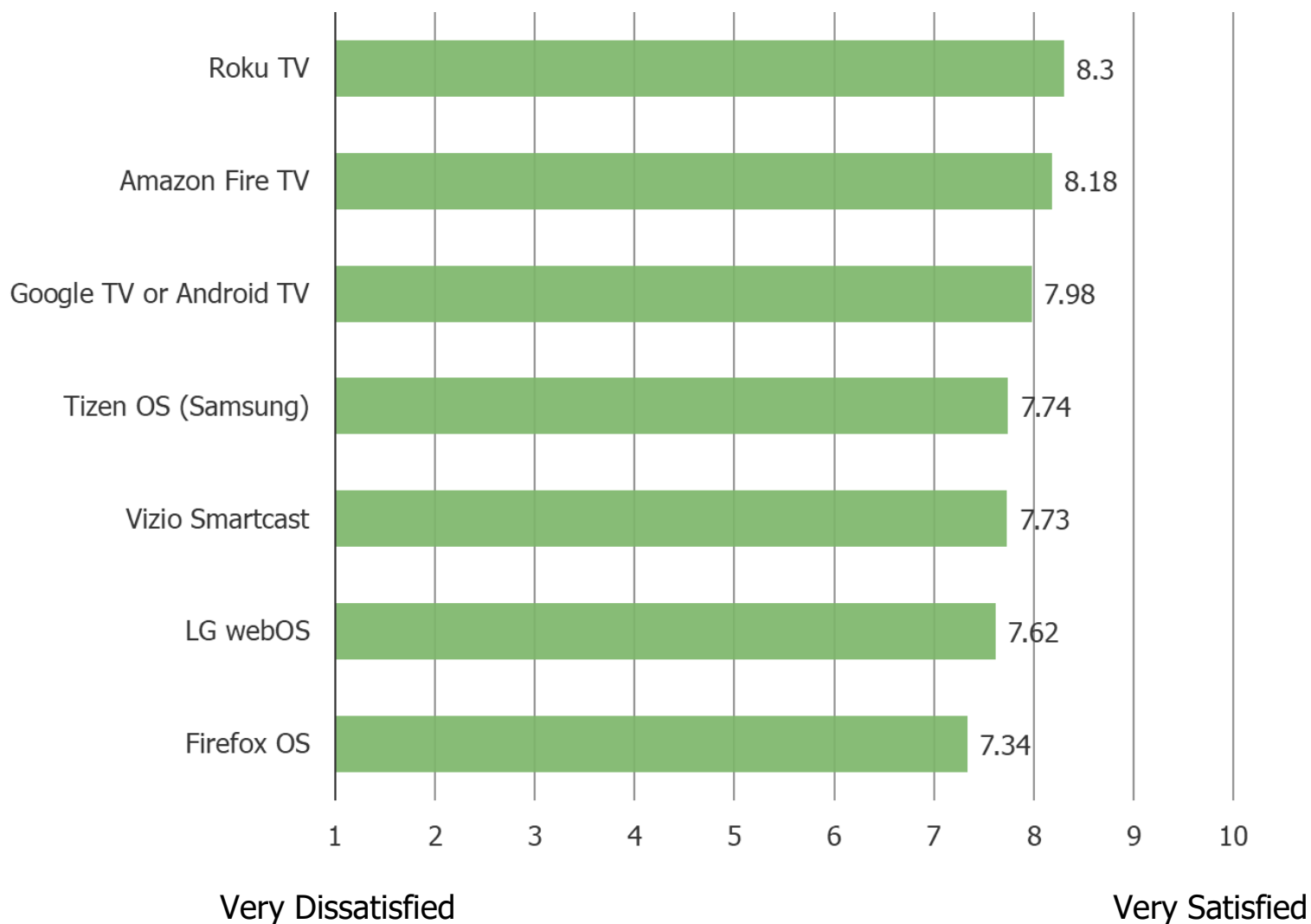
Posed to all respondents who use streaming devices.



N = 248

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.

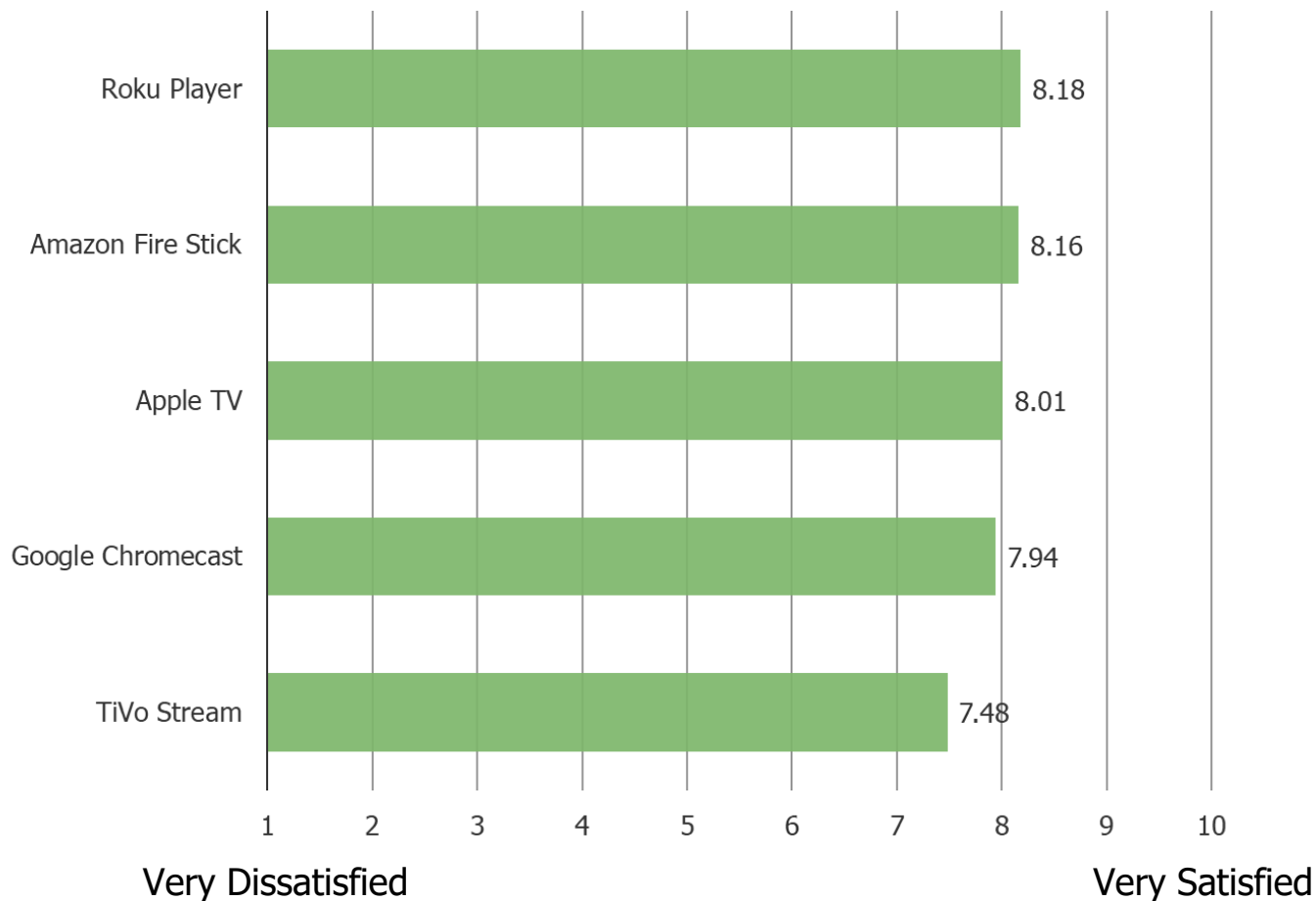


	N =
Roku TV	2942
Amazon Fire TV	1268
Google TV or Android TV	1095
Vizio Smartcast	1077
LG webOS	922
Tizen OS (Samsung)	427
Firefox OS	174

*Combining all prior waves to achieve a larger N.

ON A SCALE OF 1-10 (10 BEING EASIEST, 1 BEING DIFFICULT) HOW SATISFIED ARE YOU WITH THE SOFTWARE INTERFACE ON YOUR STREAMING DEVICE?

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

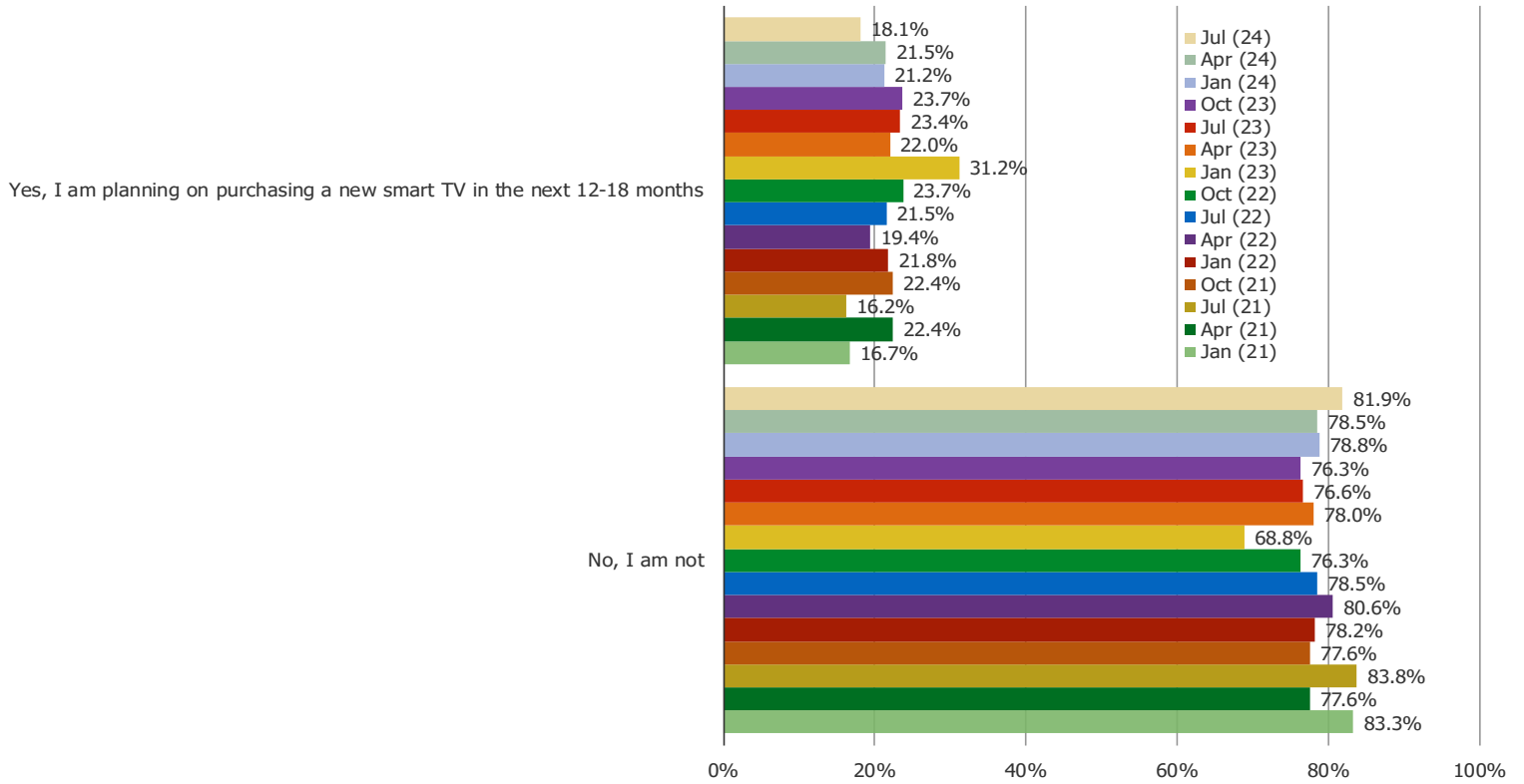


	N =
Roku Player	3692
Amazon Fire Stick	2958
Apple TV	995
Google Chromecast	942
TiVo Stream	107

*Combining all prior waves to achieve a larger N.

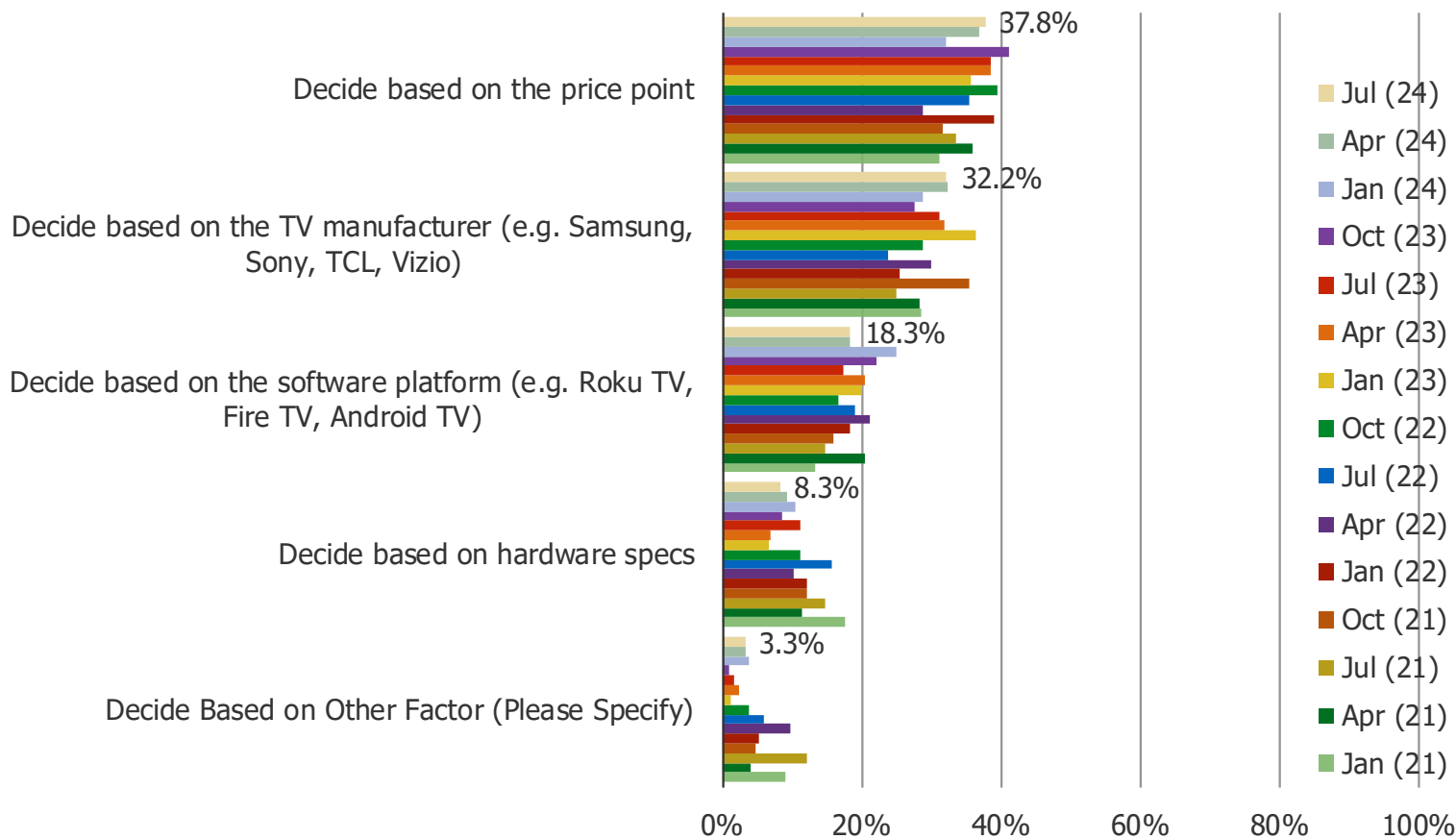
ARE YOU PLANNING ON PURCHASING A NEW SMART TV IN THE NEXT 12-18 MONTHS?

Posed to all respondents.



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

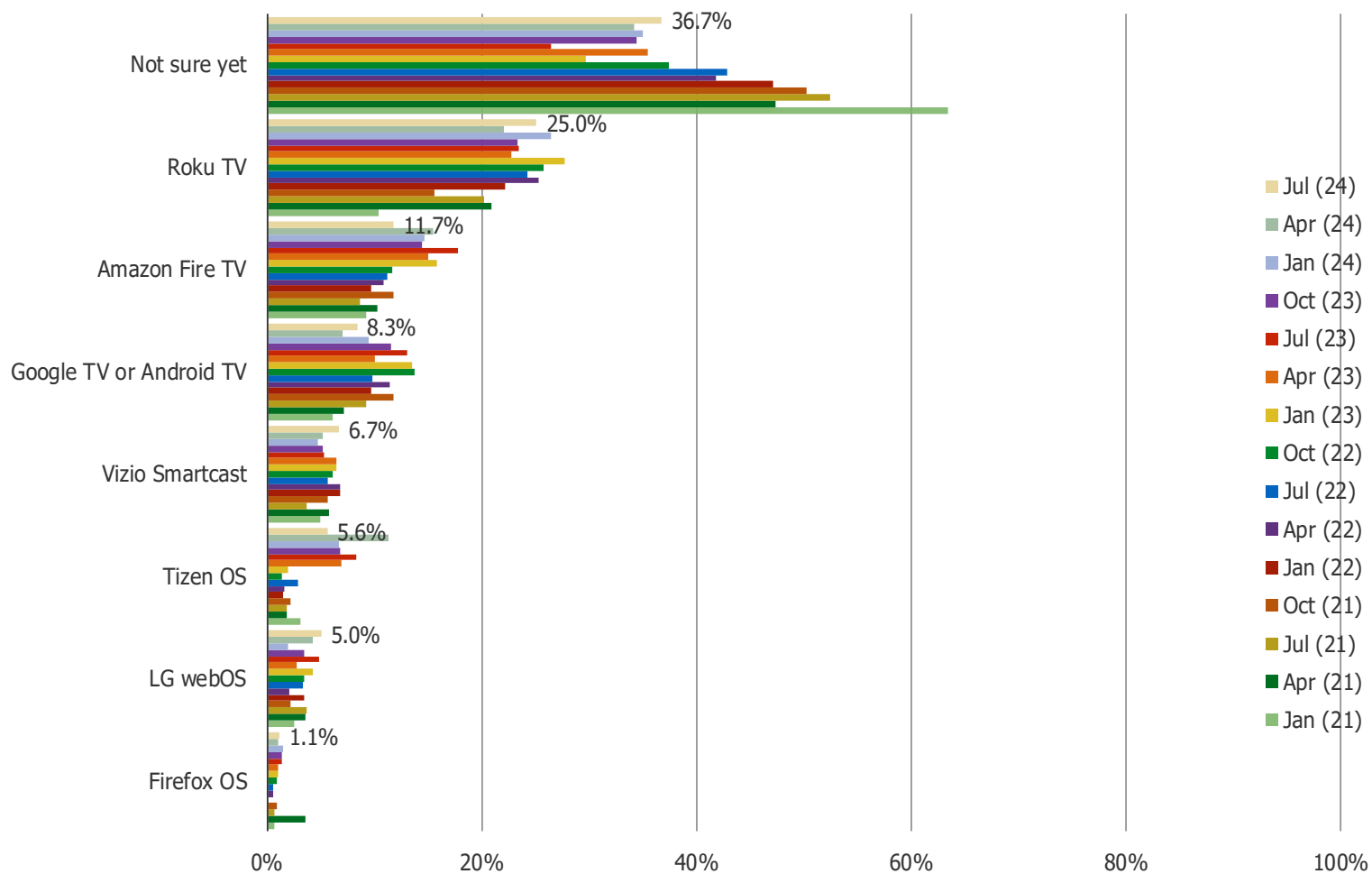
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 180

WHICH SOFTWARE PLATFORM ARE YOU PLANNING TO GET?

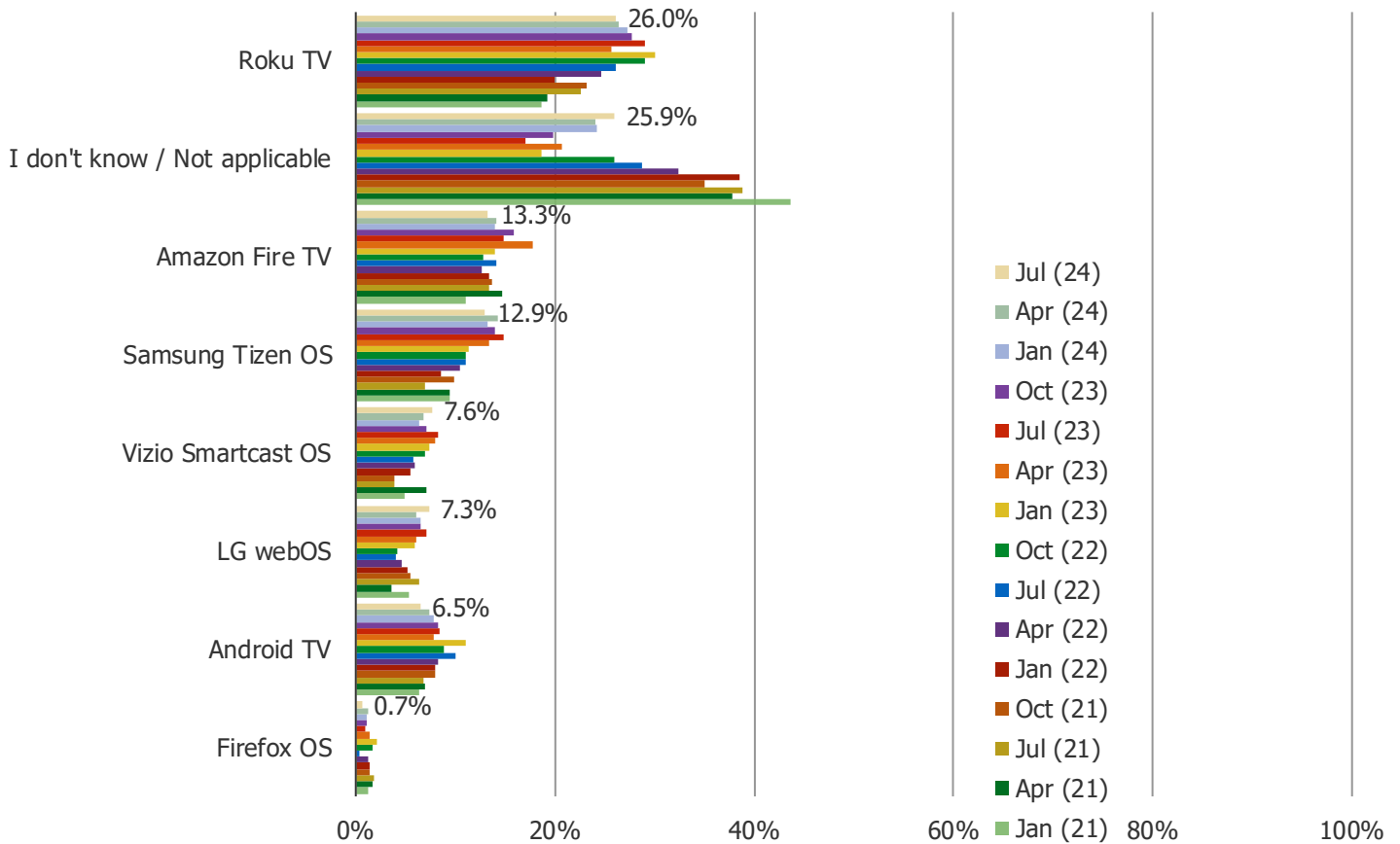
Posed to all respondents who have plans to purchase a smart TV in the next 12-18 months.



N = 180

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

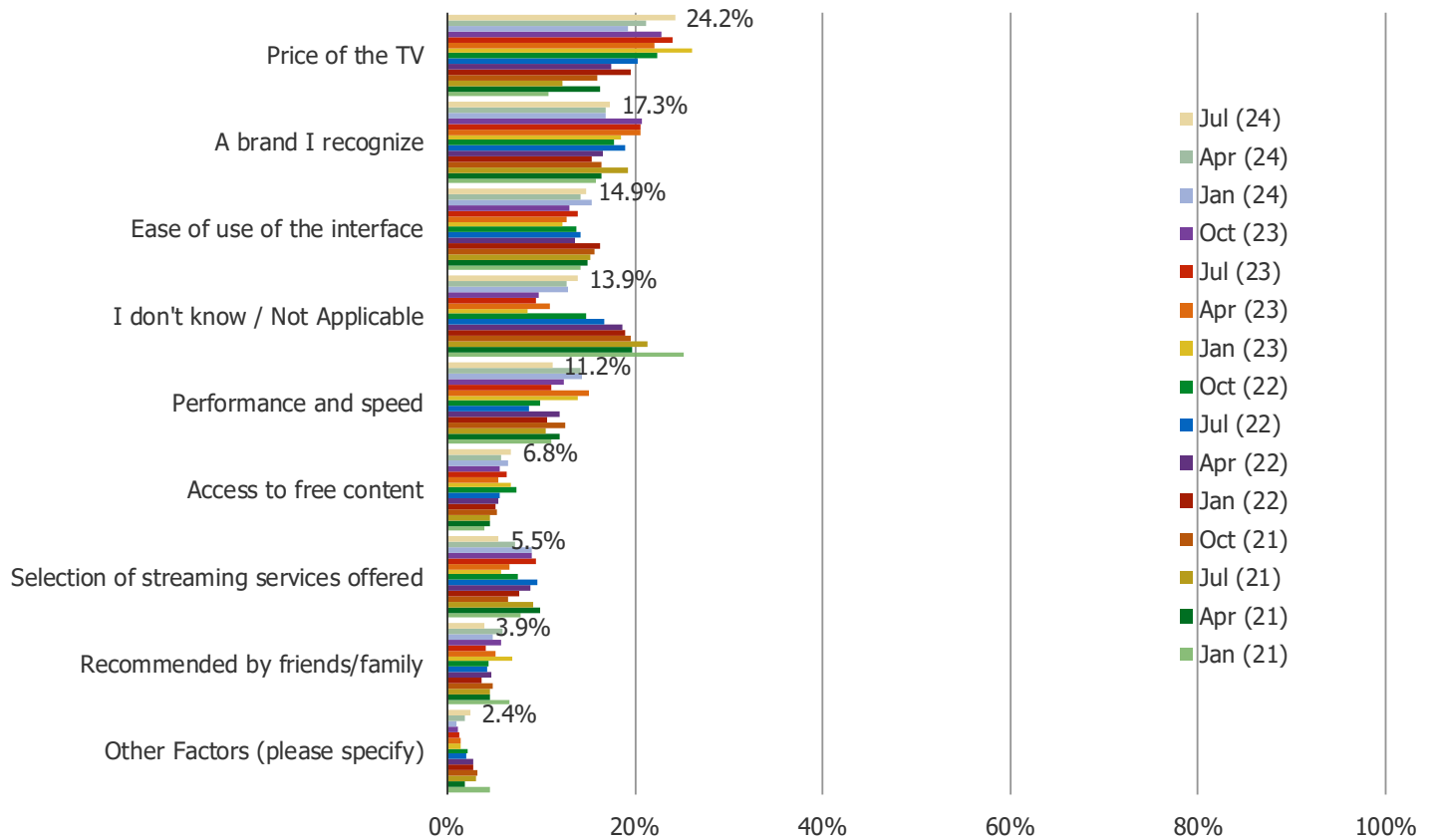
Posed to all respondents who either currently use a smart TV and/or have plans to purchase a smart TV in the next 12-18 months.



N = 619

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 = 619