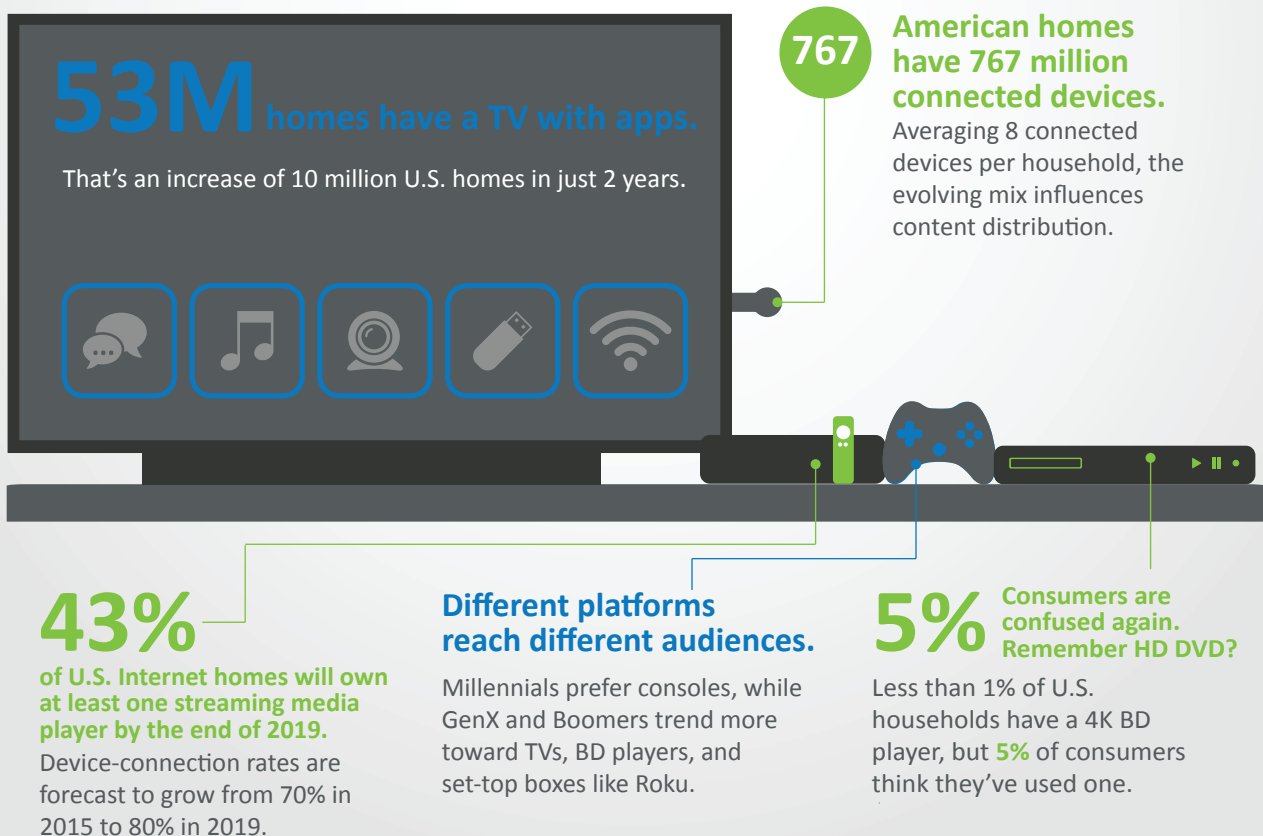


Keeping Watch on the Consumer Viewing Experience

Driven by hardware-prompting connectivity, increasing quality of app programming from TV networks, and improvements to user interfaces, device-connection rates are set to increase dramatically. And now that customers have access to various streaming device options from Google, Roku, Amazon, and Apple, these devices will play a growing role in the consumer viewing experience. **See what we're seeing.**



Knowing the number of households and screens that would be reached by digital distribution and identifying the devices most likely to be owned and used by your network's viewers are the first steps in formulating data-driven distribution and marketing decisions. NPD's Connected Intelligence gets you there.

Source: The NPD Group / Connected Home Entertainment Report, 2017

Learn more. Contact your NPD account representative, call 866-444-1411, or email contactnpd@npd.com.

