
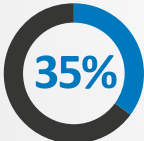


# Growth and Change: Connected TV and the Devices Used to Access Content

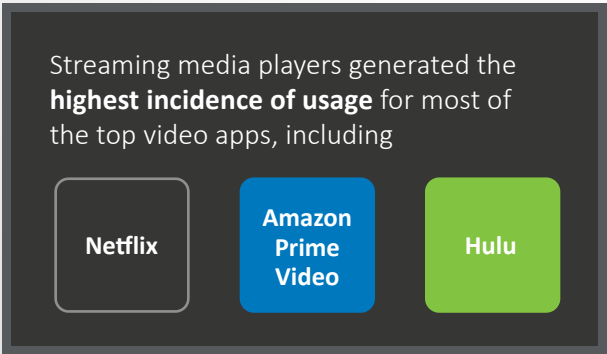
The number of U.S. homes with an installed connected TV increased by 6 million in 2017 compared to 2016, equating to 60% of U.S. Internet-connected homes. As that number continues to grow, we're watching shifts in the devices used to make those connections. **See what we see . . .**

The average connected home has **3 devices installed and able to deliver apps** to household TVs, but the mix of those devices is changing. 




In January 2017, **35%** of U.S. homes had a **streaming media player**, up from 29% a year earlier. They're the most commonly installed Internet-connected TV device.

Streaming media players generated the **highest incidence of usage** for most of the top video apps, including



Netflix Amazon Prime Video Hulu

**Amazon Prime Video** usage grew among all demographics and on all connected TV platforms from January 2016 to January 2017. 

In the same timeframe, **Hulu's** incidence of use on a connected TV device posted the highest percentage of growth compared to other services. 

“ As consumers decide which devices to use and apps to leverage for content, original and exclusive programming are likely to be key drivers. Industry leaders like Amazon, Netflix, and others will continue to put increased investments into these programs in order to drive demand and viewer engagement. ”

**John Buffone**  
Executive Director, Industry Analyst, Connected Intelligence, The NPD Group

Source: The NPD Group / Connected Intelligence / Connected Home Entertainment and Application & Convergence Report

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