



## **Strategy Analytics: Dynamic Networked Consumer Electronics Device Trend**

### **4 Billion Global Networked CE Devices to be Installed by 2014**

Boston, MA – October 29, 2009 – The Strategy Analytics Connected Home Devices service predicts 29% growth in the installed base of embedded network-enabled consumer devices by 2014, as seen in, "Digital Media Devices: Global Market Forecast Datatable." Early leading products, such as PCs, are being joined by netbooks, consoles, Wi-Fi smartphones and -- most recently -- networked TV devices, as the drive to bring over-the-top (OTT) web content to the big screen gathers momentum.

"Fixed devices clustered around the TV represented less than 5% of all networked devices in 2003, when Strategy Analytics began tracking connected devices, said Peter King, Director, Connected Home Devices service. "Today that figure is 37%. By 2014 almost half of all networked devices will be fixed devices in the home, the rest will be portable."

"Consumers are now ready to bring Internet and OTT services to their TV screens, especially due to the success of the online game console," continued Mr. King. "TVs, Blu-Ray players and DVRs will be the leading network-enabled devices in the family room."

#### **About Strategy Analytics**

Strategy Analytics, Inc offers high frequency market intelligence on Automotive Electronics and Entertainment, Broadband Connected Home, Mobile & Wireless Products & Systems, and Virtual Worlds. Headquartered in Boston, MA, with offices on five continents, Strategy Analytics works with clients through annual multi-client services, management team workshops and custom consulting engagements. For more information, please visit [www.strategyanalytics.com](http://www.strategyanalytics.com)