

Strategy Analytics: Connected TV Device Shipments to Reach 221m

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Strategy Analytics reports connected TV device (including Smart TVs, Blu-ray players, game consoles and digital media streamers) shipments will 221 million in 2015, following Q3 2015 shipments of 53m units.



Such results represent 17% growth for the full year.

According to the analyst the living room remains a battlefield for the likes of Apple, Roku, Google and Amazon, even if one company is the winner-- the Google Chromecast dominates 35% of the digital streamer market. Following are the Apple TV (20%), Amazon Fire TV (16%), Roku (16%) and other devices (13%).

Meanwhile Samsung remains on top of the Smart TV segment, accounting for 25% of all Smart TVs in use worldwide. The quarter saw Philips join Sony and Sharp in offering TVs running on Android TV, helping the platform take 8-10% Q3 2015 Smart TV share.

When it comes to game consoles Q3 2015 PlayStation shipments are over double those of the Xbox, even if Strategy Analytics says the Xbox One will close the gap on the PS4 on Q4 2015 thanks to appealing 1st and 3rd party bundles.

Go [Strategy Analytics Global Connected TV Device Vendor Market Share Q3 2015](#)