



CONNECTED HOME 2026

How emerging media technologies are impacting consumers' homes

MAR
2026



EXCERPT OF FINDINGS



“The Connected Home” has measured usage of entertainment devices and technologies since 2021.

- What devices do they own? What technologies are gaining vs. declining?
- What technologies are being used to consume, discover or control media?
- What opportunities do these trends create for media stakeholders?



WE SURVEYED 2,659 U.S. CONSUMERS

- Respondents were ages 16-74
- Weighted to U.S. Census data
 - Including age, gender, ethnicity, income, and HH size
- Data collection completed in February 2026
- All interviews conducted in English



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KEY FINDINGS



#1

Smart TVs are pervasive (2 sets per home), with Samsung and LG the leading TV set brands delivering big screen streaming and media in the home.

#2

Roku TV and Fire TV operating systems continue to grow and power the TV set ecosystem in ways that give them increased “gatekeeper” status for TV content.

#3

The appeal of aggregation -- being able to get multiple streaming services and content via a single platform (and single bill) -- remains strong for consumers.

#4

Universal search tools on TV devices still under-deliver, and consumers have a strong desire for AI improvements.

#5

Smaller home tech devices (phones, speakers) are differentiated by their support of personal health, home security, and content organization needs.



NEARLY ALL HOUSEHOLDS HAVE MULTIPLE TV SETS

98%

of US homes have at least one working TV set

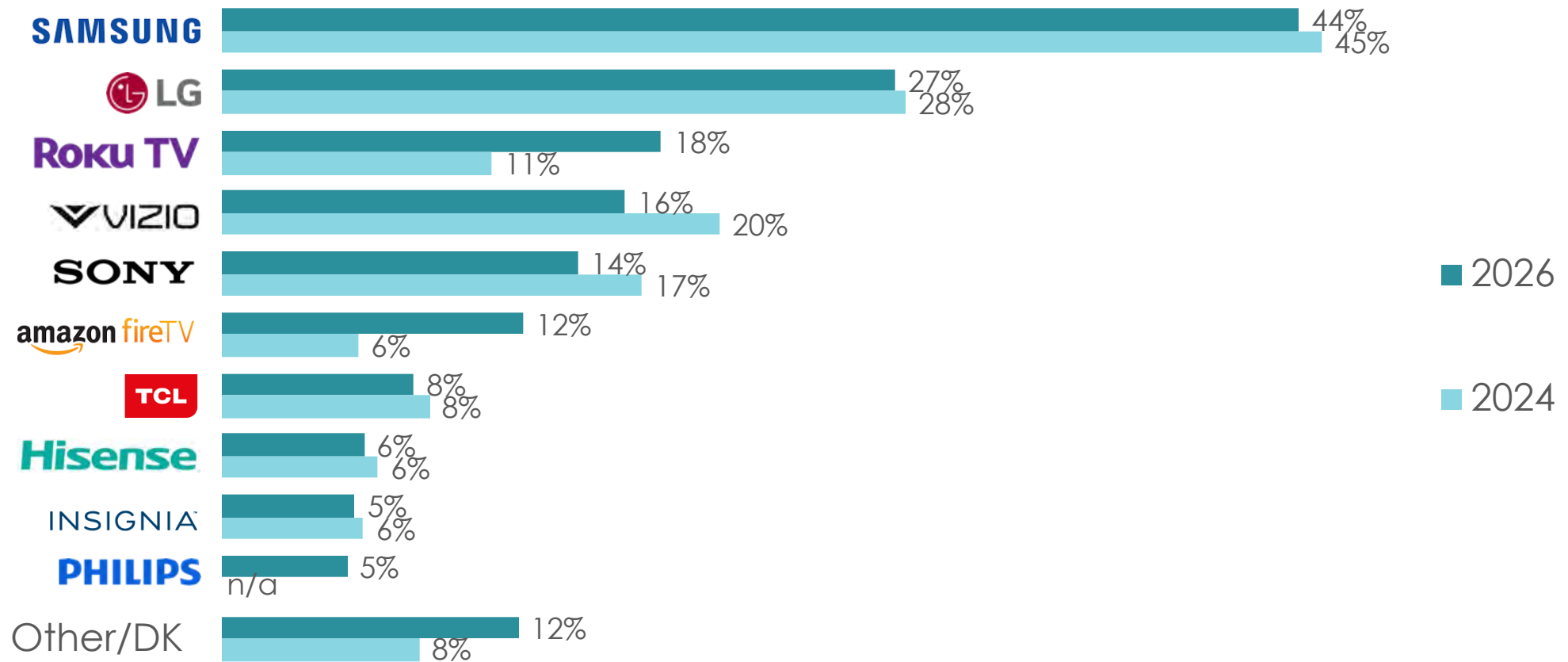
2.7

is the average number of TVs in each household

SAMSUNG AND LG LEAD TV MARKET; ROKU AND AMAZON GROW AS VIZIO/SONY SOFTEN



What brands of TV sets do you have in your home?
- TV HH -



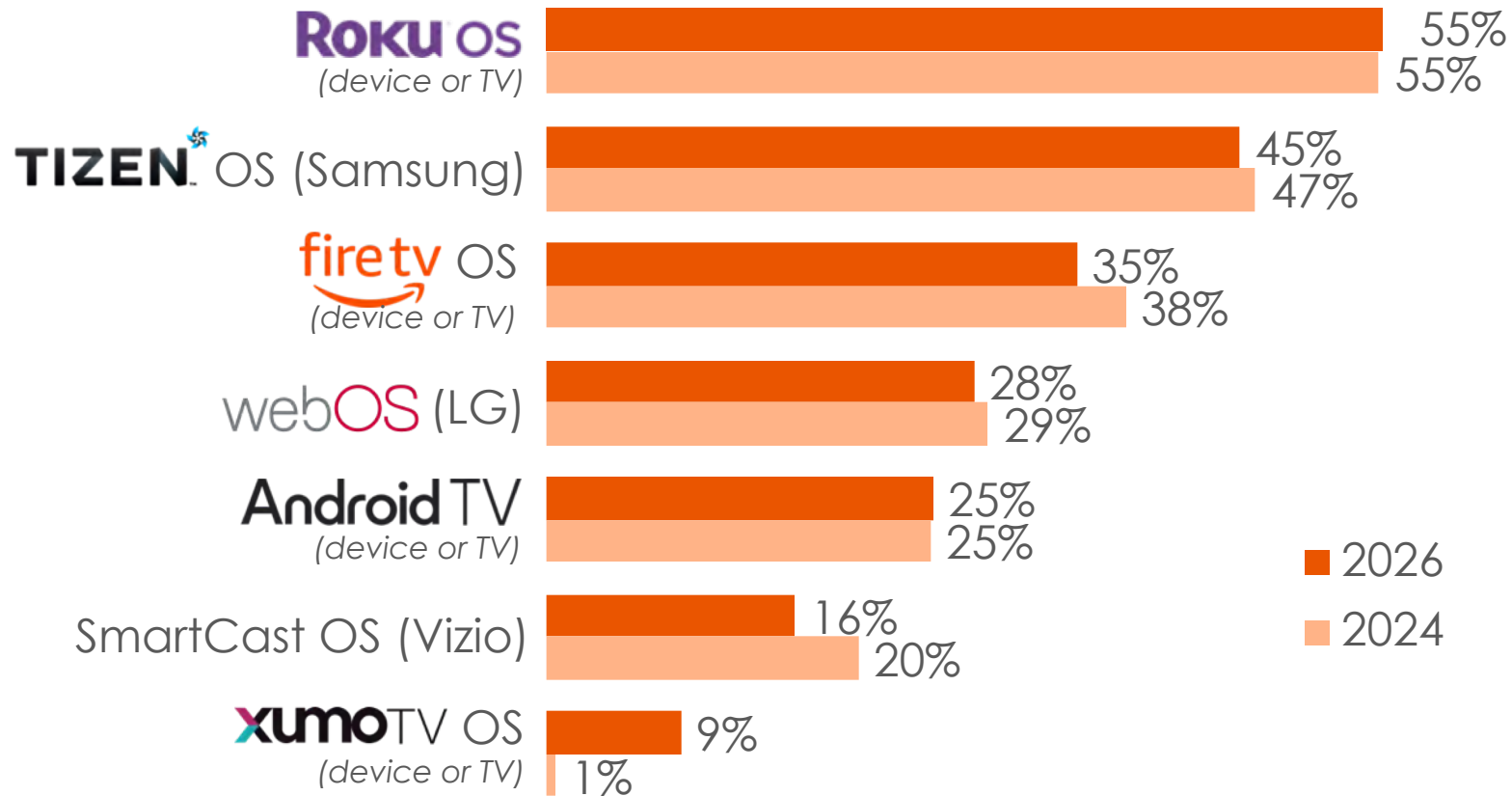
BASE: TV HHs – 2024 (n=4,928), 2026 (n=2,622)
Q120a. What brand, or brands, of TV set do you have in your home?

COMBINING TV OS AND SMPs, ROKU COMES FIRST, FOLLOWED BY TIZEN & FIRE TV



What **smart TV** OR **streaming media player** OS's do you have?

- Among HHs that stream monthly+ via smart TV or SMP -



Note:

- Roku, Fire TV, and Android OS are based on direct question to respondents about TVs, as is use of Roku or Fire TV devices.
- Other TV OS assigned where a likely determination can be made for a brand.
- Brand list per OS (not exhaustive):
 - Tizen (Samsung)
 - WebOS (LG)
 - SmartCast (Vizio)
 - Roku (TCL, Insignia, Sharp, HiSense, Hitachi)
 - Fire TV (Toshiba, Insignia)
 - Android TV (TCL, HiSense, Sony)
 - Xumo (HiSense, Pioneer, Element)
- Streaming media player devices ARE INCLUDED.

BASE: TV HHs THAT STREAM AT LEAST MONTHLY USING A SMART TV OR A STREAMING MEDIA PLAYER – 2024 (n=3,994), 2026 (n=2,255)

Q120a. What brand, or brands, of TV set do you have in your home?

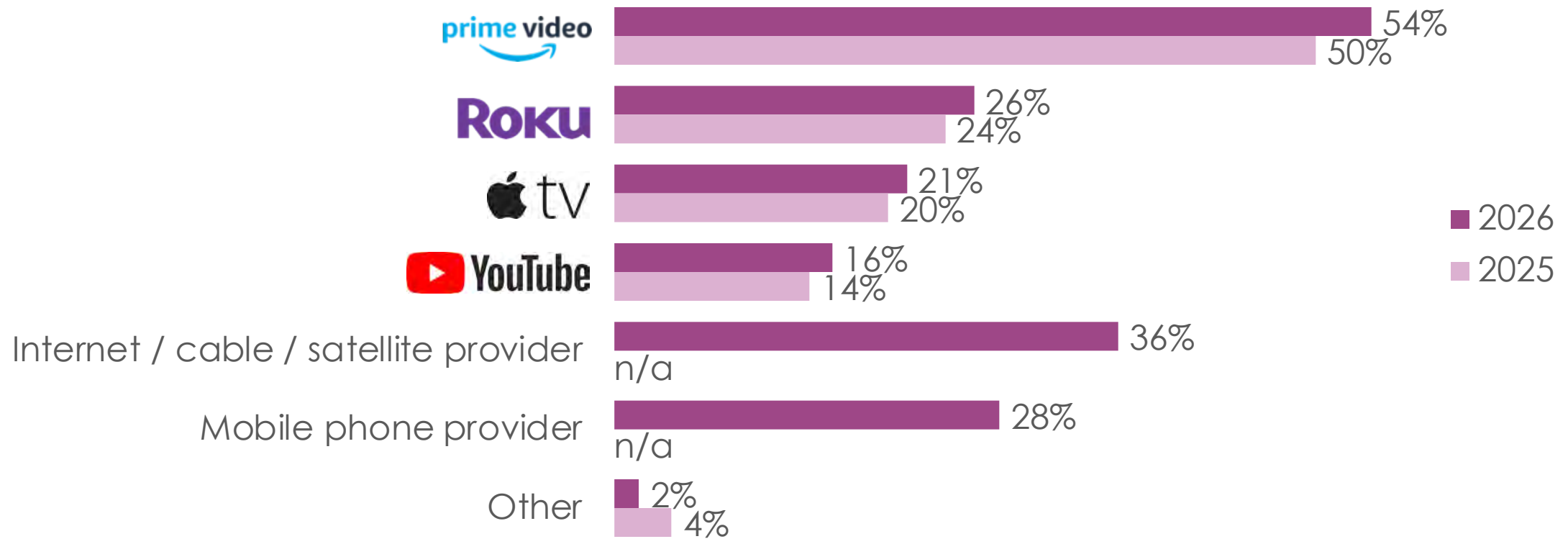
Q122. Do any of your smart TV sets have Roku, Fire TV, Android TV or Xumo TV services built-in to the set?

Q133. What types of streaming media players does your household own?

PRIME VIDEO CONTINUES TO BE A LEADING PLATFORM FOR AGGREGATING PAID SERVICES; A THIRD USE MVPDS OR MOBILE



Do you subscribe to any TV streaming services through...



BASE: TOTAL RESPONDENTS – Q2 2025 (n=2,528), Q1 2026 (n=2,659); NOTE: 2026 data from Q1'2026, 2025 data from Q2 2025 Q3x1. Do you subscribe to any TV streaming services through...

AGGREGATED BILLING ON A SINGLE BILL IS APPEALING TO MANY VIEWERS, BUT FLEXIBILITY REMAINS IMPORTANT



How do you prefer to pay for your streaming services?



■ Prefer all services on one bill

■ OK with mix of some services on one bill, and some separately-billed

■ Prefer all services on separate bills

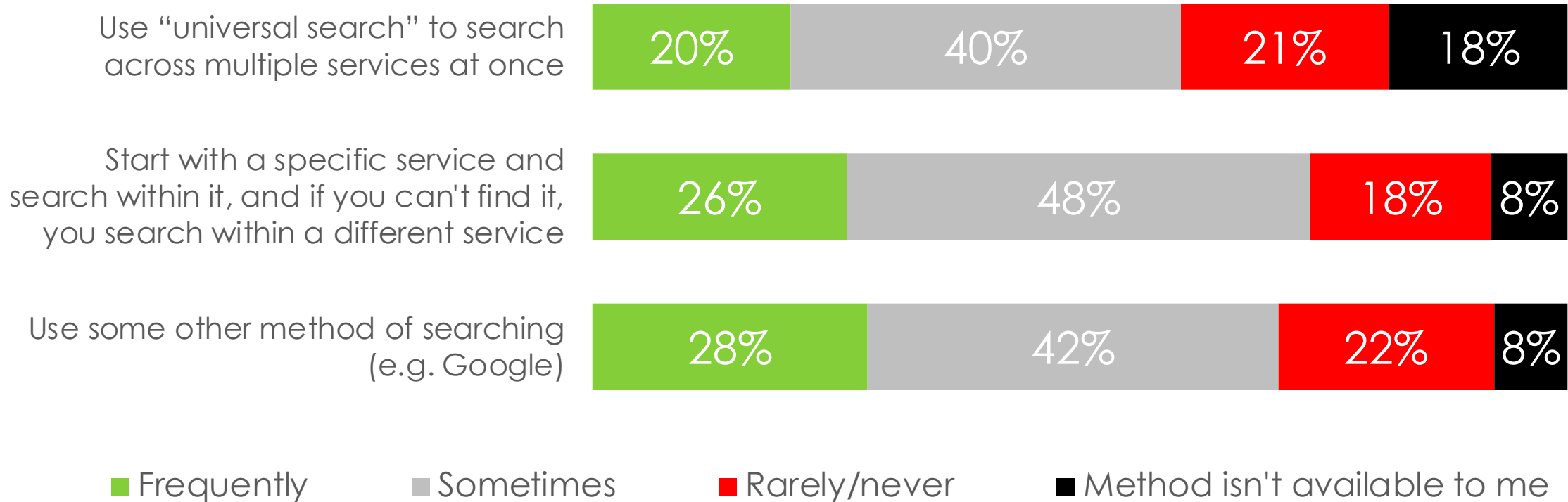
■ It depends

“UNIVERSAL SEARCH” STILL FALLS SHORT; USERS PREFER GOOGLE OR SEARCHING WITHIN APPS



How often do you use these methods to find a specific show when you don't know what service it is on?

- Have something specific in mind to watch -

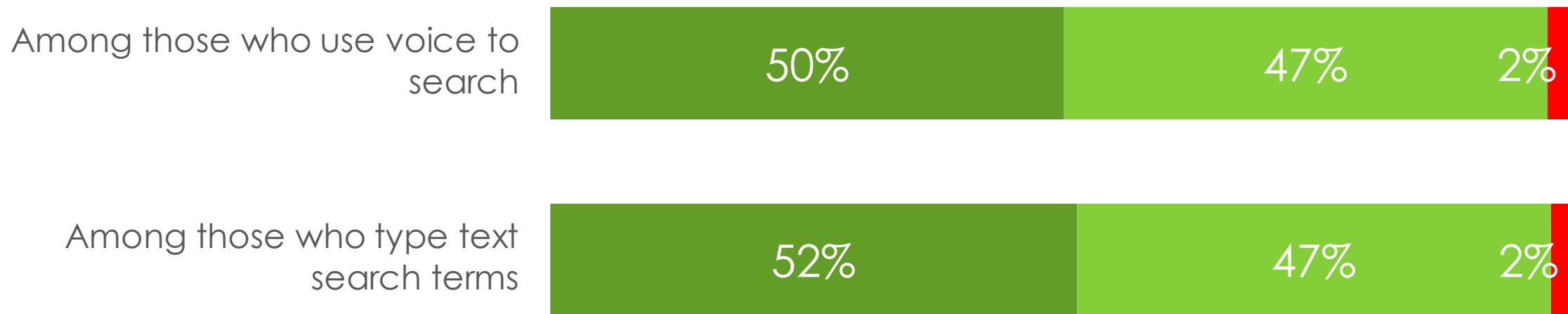


VOICE SEARCH PERFORMS AS WELL AS TYPING, DESPITE LOWER USAGE



How satisfied are you with results when using “search”
to find something specific to watch?

- Have something specific in mind to watch and use universal search -



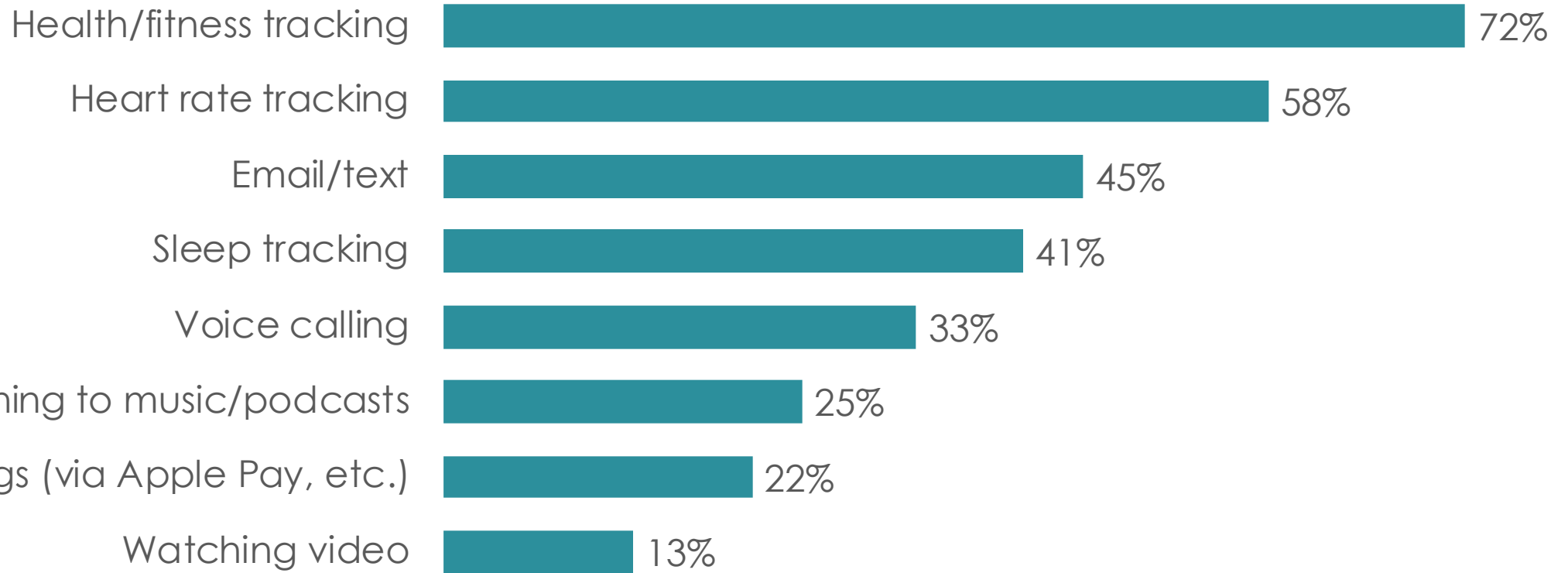
■ Very satisfied ■ Somewhat satisfied ■ Somewhat dissatisfied ■ Very dissatisfied

HEALTH AND FITNESS TRACKING DOMINATE SMARTWATCH USE; MEDIA AND PAYMENT FEATURES SEE THE LOWEST USAGE



Which of the following features do you regularly use on your smartwatch?

- Smartwatch HH -



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QUESTIONS?

JASON PLATT ZOLOV

CONSULTANT

JASONZ@HUBRESEARCHLLC.COM

JON GIEGENGACK

PRINCIPAL/HUB RESEARCH

JONG@HUBRESEARCHLLC.COM