

TV dominates OTT viewing in North America, as TV devices fight for market share

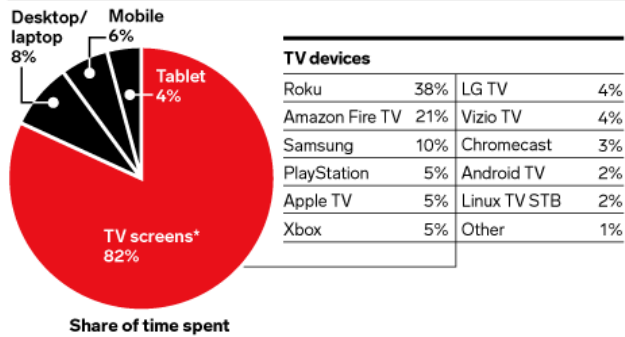
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In North America, TV is the dominant screen for viewing OTT video content, accounting for **82%** of time spent on the activity in Q2 2021. But there's no overwhelming winner among TV devices: **38%** of that viewing time took place on **Roku**, and **21%** on **Amazon Fire TV**.

Share of Time Spent Viewing OTT Streaming Video in North America, by Device, Q2 2021

% of total



Note: represents activity tracked by Conviva, broader industry metrics may vary; *includes smart TVs and connected TV (CTV) devices/video game consoles streamed through a TV set
Source: Conviva, "State of Streaming Q1 2021," Aug 11, 2021

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