

What's the No. 1 CTV device in the US?

Article

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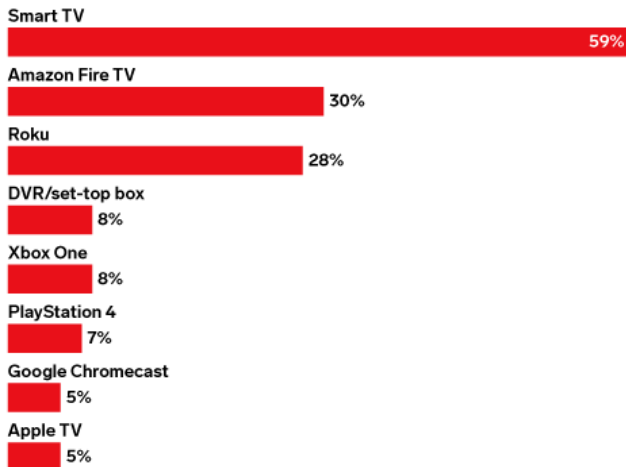
Smart TVs are the most popular connected TV (CTV) device in the US, finding a home in **59%** of households with these devices. Some **30%** use Amazon Fire TV's streaming sticks and boxes, while **28%** use those of Roku.

Beyond the chart: Across the country, **109.3 million** households will use a connected TV this year, accounting for **83.6%** of total households, per our estimates. We project the Amazon

Fire TV user base will grow as a share of CTV users and top **50%** in 2026, while smart TV's share will hover around **60%** over the next few years.

**Share of US Households with Connected TV (CTV),
by Device, Feb 2022**

% of total



Source: Comscore OTT Intelligence as cited in company blog post, May 12, 2022

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