



## Device Explosion: Cool, But No Real Impact Yet (Sales figures for North America)

- Xbox 360: 21.9 million units (\$199 retail) (source: NPD)
- PS3: 14 million units (\$299 retail) (source: NPD)
- Wii: 30 million (\$199 retail) (source: NPD) 85% of Wii's are not connected to Internet (source: Nintendo)
- Roku: project 1 million units by year's end (\$60-\$99 retail) (source: Roku)
- WD TV Live: less than 2 million units to date (\$119 retail) (source: my estimate)
- TiVo: About 600K TiVo HD units (\$170-\$400 retail) (source: estimate based on TiVo's subscriber #s)
- Boxee: Product comes out this month (\$199 retail)
- Google TV: Logitech Revue Box, released last month (\$299 retail)
- New Apple TV: less than 1 million to date (\$99 retail) (source: Apple)
  
- Broadband enabled TVs
  - iSuppli predicts almost 23 million by 2013
  - TDG predicts 43 million by 2014
  - DisplaySearch predicts 31 million by 2013
- Averages out to 33 million sets. If 50% of them are connected, that's only 16 million units by 2013-2014.