COMPARISON OF SELECTED MEDIA DEVICES

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	Apple TV 4th Gen Box	Roku Streaming Stick	Roku Premier Plus Box	Google Chromecast Stick	Amazon Fire Stick	Amazon Fire TV Box
Price (estimated)	\$149 32GB, \$199 64GB	\$50	\$100	\$35	\$40	\$90
Resolution (max)	1080p	1080p	1080p, 4K Ultra HD	1080p	1080p	1080p, 4K Ultra HD
Connections	HDMI USB-C	HDMI	HDMI MicroSD	HDMI	HDMI	HDMI microSD USB
Wired networking	Yes	No	Yes	No	No	Yes
Remote Control	Remote with Siri voice commands	Remote + Roku app	Point Anywhere Remote with headphone jack voice search	Uses Smartphone, tablet or computer	Yes with voice search	Yes with voice search; optional game controller available
Local Storage	32GB, 64GB	None	microSD	None	8GB	8GB internal expand to 128GB w/SD

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	Apple TV 4th Gen Box	Roku Streaming Stick	Roku Premier Plus Box	Google Chromecast Stick	Amazon Fire Stick	Amazon Fire TV Box
Good	Apple TV lets you stream all the video content in the iTunes Store to your HDTV, with purchases stored in the cloud. Dozens of online services are available, plus music, videos, and photos can be streamed from iOS devices using AirPlay.	The Roku Streaming Stick is a lightning fast, inexpensive device to stream from Netflix, Amazon, and others. Updated app lets you listen via your phone's headphone jack. Ecosystem offers more apps, better search, more customization than any other.	The Roku Premiere+ can access more TV shows and movies in 4K and HDR than most rivals. It has better features for the money than Roku's other 4K streamers. Roku's ecosystem offers more apps, better search and more customization than any other.	Chromecast is a cheap wireless video dongle that streams content to your TV using Android or iOS tablets as remotes. Its small size hides neatly behind your TV and makes it easy to take with you when traveling.	Fire Stick can access thousands of streaming apps. It's dirt cheap but still includes a physical remote. Amazon content launches quickly. The voice remote option allows more convenient search and easy access to the Alexa digital assistant.	Fire TV can access thousands of streaming apps. Responsive interface, Amazon content launches almost immediately. Voice search from remote works well. The least expensive external device to stream in 4K. Expandable storage w/SD card.
Bad	Doesn't play Amazon content. Roku 2 and 3 offer more content sources. The Apple TV platform is less of a streaming standout if you don't own other Apple devices.	No Ethernet port means it only works via Wi- Fi, not a wired connection. Private listening feature loses lip-sync with some Bluetooth headphones.	Content in 4K and HDR is still uncommon, your HDR TV probably already has compatible apps. There's no voice capability on the remote. Some app interfaces are less polished than on rival devices.	The screen-mirroring feature works poorly so you're largely limited to supported apps. Lacks dedicated remote so you need a smartphone or tablet nearby. For \$15 more, you can get a Roku box w/ many more channels and onscreen interface.	Slower than most other streaming devices. Popular apps like Netflix, Hulu, YouTube and others take a back seat to Amazon's own TV shows and movies. There's no way to customize the interface.	Popular apps like Netflix take back seat to Amazon's own content. Search results prioritize Amazon, often hide results from others. No way to customize the interface. Roku still offers better app support for core audio and video apps.
Bottom Line	While it's a step behind the Roku, Apple TV remains an excellent streaming box, esp for those invested in Apple hardware and the iTunes ecosystem.	The Roku Streaming Stick is the best value in streaming-video hardware, period.	For 4K HDR TV owners fed up with using built-in smart TV apps, the Roku Premiere+ is a top pick.	Google's \$35 Chromecast stick is a cheap and easy way to add streaming video and music to your TV, but it still isn't as fully featured as similarly priced Roku boxes.	The inexpensive Fire TV Stick remains a great value for heavy users of Amazon TV shows and movies, but most other new devices work better for Netflix and the rest.	The Fire TV is a formidable streamer with 4K capability and oodles of features, but it tries too hard to serve up Amazon's own TV shows and movies.

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