

Roku/DVP-15.2 (15.2.4.3429-81)

Mozilla/5.0 (SMART-TV; Linux; Tizen 9.0) AppleWebKit/537.36 SamsungBrowser/8.0

KeyTel/1.1 (Linux; AFTCA002)

Mozilla/5.0 (WebOS; Linux/SmartTV) ... WebAppManager

AppleTVMedia/1.0.0 (Apple TV; CPU OS 20.5 Like Mac OS X)

Mozilla/5.0 (Linux; Android 10; HBBTV/UTTC.250917.004; wv)

VT0 (Smart TV; F8000; K9) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/100.0.4896.160 Safari/537.36

HbbTV/1.2.1 (TELEFUNKEN MB110; 1.9.8.0;)

Roku In May 2025, streaming overtook broadcast and cable combined for the first time. Nearly every household streams — and every TV vendor writes its User-Agent string however it likes.

44.8%

of US TV use is now streaming

~90%

of US households use a connected TV monthly

\$38B

US CTV ad spend in 2026

A field guide to Smart TV & CTV User-Agent strings — and how to read them.

DeviceAtlas®

A quick map of the platforms.

There's no shared standard. One platform crams everything into a single token; the next writes a paragraph. The parts that actually matter are highlighted in teal.

Roku OS

One token. That's the whole thing.

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Samsung Tizen

Chromium dressed up as a TV.

Mozilla/5.0 (SMART-TV; Linux; Tizen 9.0) AppleWebKit/537.36 (KHTML, like Gecko) SamsungBrowser/8.0 Chrome/120.0.6099.5 TV Safari/537.36

LG webOS

The zero in Web0S is not a typo.

Mozilla/5.0 (Web0S; Linux/SmartTV) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/120.0.6099.270 Safari/537.36 WebAppManager

Apple TV (tvOS)

No "Mozilla" anywhere.

AppleCoreMedia/1.0.0.23L5443g (Apple TV; U; CPU OS 26_5 like Mac OS X; en_gb)

Amazon Fire TV · Vega OS

NEW IN 2025

Fire TV Stick 4K Select, launched 2025.

Kepler/1.1 (Linux; AFTCA002)

Same job, eleven-plus dialects. Miss one and that traffic goes unclassified.

You don't have to understand it.

DeviceAtlas does.

Feed in the raw string — even a brand-new one — and get back clean, structured device facts. No detection table to hand-maintain.

RAW USER-AGENT IN

```
Kepler/1.1 (Linux; AFTCA002)
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DEVICEATLAS OUT



HARDWARE TYPE

Set-Top Box

VENDOR

Amazon

OS

Vega 1.1

MODEL CODE

AFTCA002

CODEC SUPPORT

AV1 · H.265 · VP9

MARKETING NAME

**Fire TV Stick 4K
Select**



DeviceAtlas already classifies Vega / Kepler correctly. A stack that hasn't been updated since 2024 **won't**.

Get it wrong and the stream **won't play.**

Accurate CTV identification drives the decisions that make or break the viewer experience — and the ad revenue behind it.

01 Codec & bitrate selection

H.264, H.265, VP9, AV1 support varies per device. Guess wrong and the stream won't play.

02 Ad targeting & OpenRTB enrichment

Populate the device object accurately, and keep discrepancies down.

03 FAST personalization & fraud filtering

Tailor channels to the real device — and spot the ones pretending to be something they're not.

110,000

devices in the database

220+

device properties

30–40

new devices added daily

Paste any User-Agent into the
DeviceAtlas HTTP Headers Parser.

deviceatlas.com/device-data/user-agent-tester

DeviceAtlas[®]

Full list → deviceatlas.com/blog