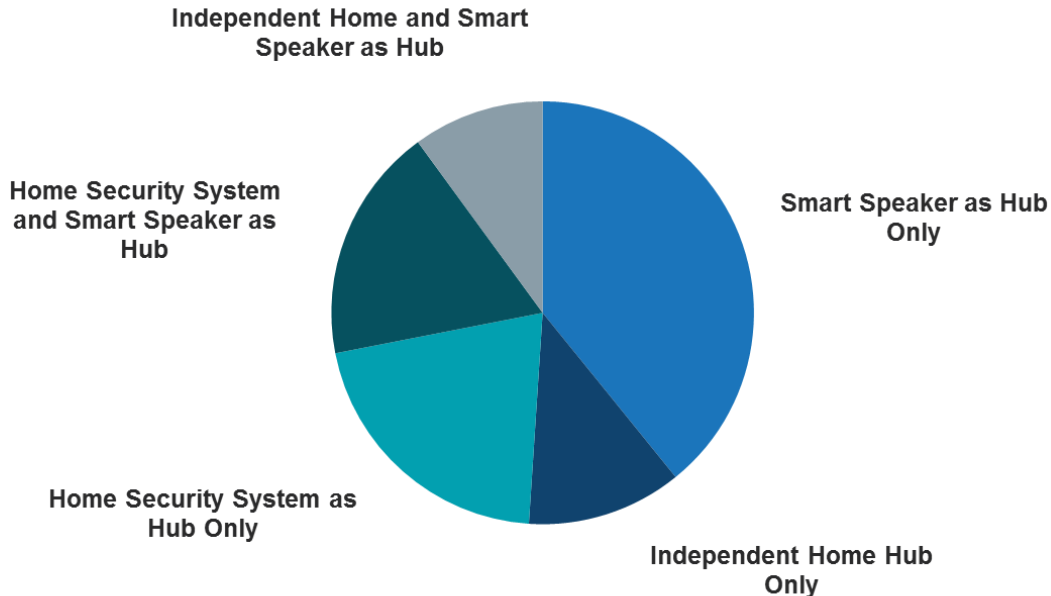


## Overlap among Smart Home Ecosystems

Smart Home Ecosystem Owners in U.S. Broadband Households



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### Consumer Analytics Team



Yilan Jiang, Director



John Barrett, Director of Consumer Analytics

### Industry Analyst



Dina Abdelrazik, Research Analyst

### SYNOPSIS

Partnerships are essential to providing a truly seamless user experience, yet manufacturers are faced with the substantial challenge of integrating with a growing number of smart home platforms, each with its own integration requirements and restrictions. Smart home platforms must consider what new product categories and specific brands to integrate with as the breadth of new smart home devices expands. This research quantifies the adoption of smart home platforms, and consumer preferences for integration and cross-product use cases.

### ANALYST INSIGHT

“The rise of smart home ecosystems and the interconnection of devices call for a simple method of control. Home security systems, home control systems, and smart speakers are hub types battling for position in the smart home.”

— Dina Abdelrazik, *Research Analyst*, Parks Associates

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## ATTRIBUTES

### **Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison TX 75001

[parksassociates.com](http://parksassociates.com)

[sales@parksassociates.com](mailto:sales@parksassociates.com)

**PHONE** 972.490.1113

**Toll free** 800.727.5711

**FAX** 972.490.1133

Authored by Dina Abdelrazik, John Barrett, and Yilan Jiang  
Executive Editor: Jennifer Kent

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