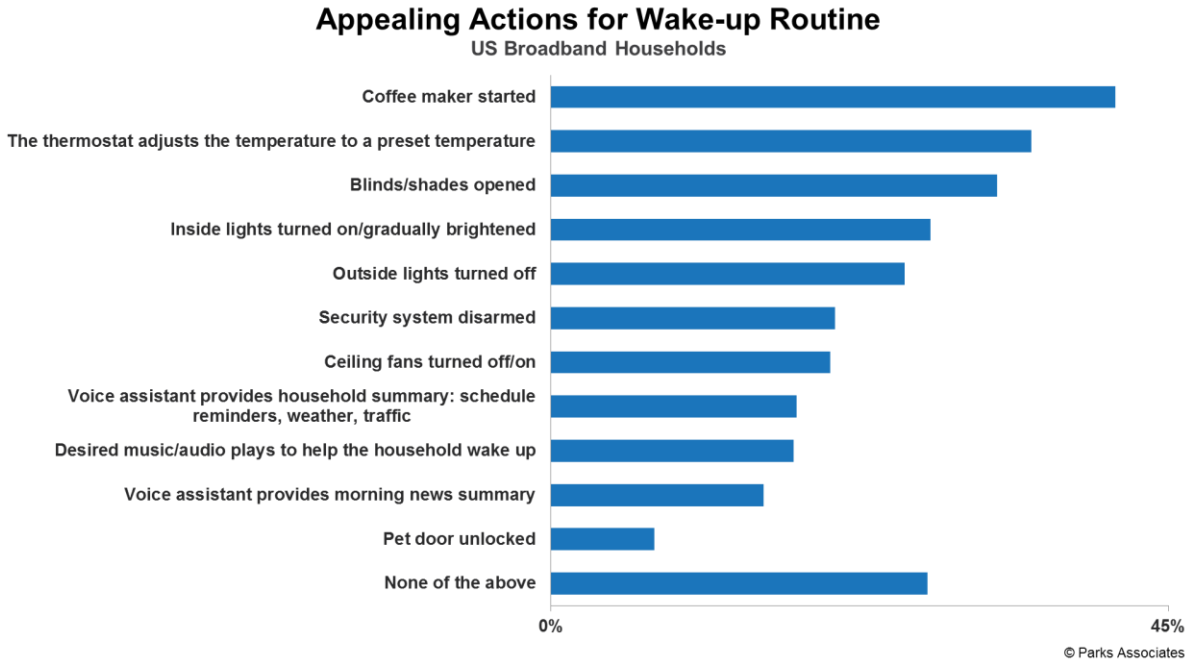
360 DEEP DIVE

The Smart Home: A Room-by-Room Analysis

SERVICE: SMART HOME PRODUCTS, DEVICES, AND SERVICES

4Q 2019



SYNOPSIS

The average number of connected devices owned by US broadband households continues to climb. This research examines the growing ecosystem of connected products that are emerging in the different rooms throughout broadband households. It examines the preferred devices, use cases, and user interfaces that are unique to each room in the home, highlighting the smart home opportunities for growth inside the home.

ANALYST INSIGHT

> "Interoperability is essential to long-term success in the connected consumer market. Parks Associates research consistently shows interoperability between devices as consumers' top consideration when purchasing connected devices. To succeed in markets that are dominated by only a handful of consumer technology ecosystems, an API strategy that enables partnerships and expands capabilities and distribution channels is critical for success."
>
> — Lindsay Gafford, *Research Analyst,* Parks Associates

Number of Slides: 89

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CONSUMER ANALYTICS

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Appendix

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