Industry Report

IoT Data:
Securing the Connected Home

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IoT Data: Securing the Connected Home

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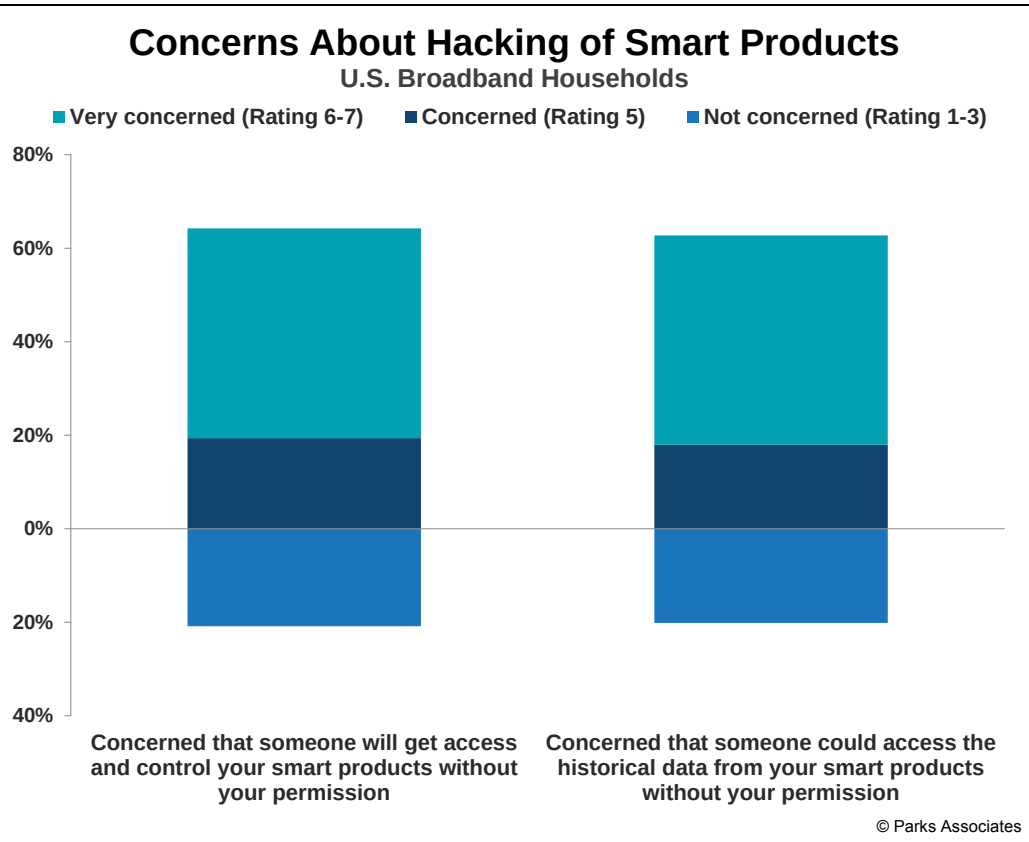
By Brad Russell, Research Analyst

Synopsis	Consumer Smart Home Hacking Concerns
This report examines the current challenges for securing the connected home and the opportunities for security solution providers. It includes the latest consumer data on security concerns, willingness to share data, and analysis of their effects on consumer confidence and purchasing behavior. With an eye to recommendations for manufacturers and service providers, the report also provides an assessment of market forces influencing security issues, such as business economics, industry alliances, consumer advocates, and regulators. It includes a U.S. forecast for standalone security gateway solutions.	
Publish Date: 2Q 17	"Security issues create headwinds. Security and privacy concerns may stunt adoption of smart home product/service adoption, particularly among the wider mass market. Providers must address and allay concerns," said Brad Russell, Research Analyst.

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List of Companies

Alarm.com
Amazon
AMX
Apple
ARM
Arrayent
Internet of Things Security Foundation
IPSO Alliance
Kaspersky
Keezel
Linksys Velop
Luma

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ASUS
Ayla Networks
Bitdefender
Bluetooth SIG
Bluetooth Special Interest Group
Bullguard
Circle
CleanRouter
Cloud Security Alliance
Comcast
Consumer Reports
Consumer Technology Association
Consumer Watchdog
Control4
Crestron
Cujo
Custom Electronics Design and Installation Association
Cyber Threat Alliance
Disconnect
D-Link
Eero
Elan
Electronic Privacy Information Center
Federal Communications Commission
Federal Trade Commission
F-Secure
Global Cyber Alliance
Google
Google Wi-Fi
iControl
ICSA Labs
Intel
International Association of Privacy Professionals
McAfee
National Cybersecurity Alliance
Netgear Orbi
Norton
NVIDIA
NXP Semiconductor
Online Trust Alliance
Open Connectivity Foundation
Open Web Application Security Project
Patient Privacy Rights
Philanthropic Partners
Privacy Rights Clearinghouse
Qualcomm
Ranking Digital Rights
Samsung Connect Home
Samsung SmartThings
Savant
Sigma Designs
Symantec
Texas Instruments
The Digital Standard
The Privacy Coalition
Trend Micro
TRENDnet
TRUSTe
U.S. PIRG
Underwriter Laboratories
VIZIO
Wi-Fi Alliance
Wink
Xively by LogMeIn
ZigBee Alliance
Z-Wave
Z-Wave Alliance

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