

**Connected Cars and the Smart Home: Crossover Opportunities**  
*Table of Contents*

By Jennifer Kent, Director, Research Quality and Product Development

<b>Synopsis</b>	<b>Consumer Interest in Connected Cars</b>														
<p>Growing adoption of smart home systems and technologies is coinciding with the increasing prevalence of connected consumer vehicles. Crossover solutions between these two ecosystems are emerging in the home security, home controls, entertainment, and energy sectors, among others. This report assesses smart home-connected car crossover opportunities, profiles early initiatives, and highlights the significant complexities inherent in bridging the ecosystems. The report includes a five-year forecast of connected cars in the U.S. market.</p>	<p><b>Connected Car Features with High Appeal</b> U.S. Broadband Households Without Specified Features</p> <table border="1"> <caption>Connected Car Features with High Appeal</caption> <thead> <tr> <th>Feature</th> <th>Percentage of U.S. Broadband Households Without Specified Features</th> </tr> </thead> <tbody> <tr> <td>Mapping &amp; navigation capabilities</td> <td>~39%</td> </tr> <tr> <td>Information about vehicle performance, fuel efficiency, or maintenance</td> <td>~39%</td> </tr> <tr> <td>Hands-free voice calls</td> <td>~34%</td> </tr> <tr> <td>Live agent connectivity</td> <td>~31%</td> </tr> <tr> <td>Bluetooth technology, for in-car cell phone access</td> <td>~30%</td> </tr> <tr> <td>Remote control of vehicle via mobile phone</td> <td>~27%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Feature	Percentage of U.S. Broadband Households Without Specified Features	Mapping & navigation capabilities	~39%	Information about vehicle performance, fuel efficiency, or maintenance	~39%	Hands-free voice calls	~34%	Live agent connectivity	~31%	Bluetooth technology, for in-car cell phone access	~30%	Remote control of vehicle via mobile phone	~27%
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“Both the connected car and the smart home industries are experiencing a period of tremendous growth,” said Jennifer Kent, Director, Research Quality and Product Development. “Consumer demand is driving both industries to manufacture products that can be connected into the Internet of Things. Both industries are similarly interested in the potential recurring revenue streams that can be obtained from the connected car and smart home markets. Mobile network operators and software developers are in a great position to benefit from these new platforms for connected services and applications by also participating in the revenue stream in both the connected car and smart home markets.”

<b>Contents</b>	<p><b>Dashboard</b></p> <p><b>1.0 Report Summary</b></p> <ul style="list-style-type: none"> <li>1.1 Purpose of Report</li> <li>1.2 Scope of Report</li> <li>1.3 Research Approach</li> </ul> <p><b>2.0 The Converging of the Connected Car and Smart Home Markets</b></p> <ul style="list-style-type: none"> <li>2.1 The Connected Car Market</li> <li>2.2 The Smart Home Market</li> </ul>
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**Connected Cars and the Smart Home: Crossover Opportunities**  
*Table of Contents*

By Jennifer Kent, Director, Research Quality and Product Development

	<p>2.3 Crossover Drivers and Barriers</p> <p><b>3.0 Connected Car and Smart Home Crossover Use Cases</b></p> <p>3.1 Energy Management through Thermostat-Vehicle Integration</p> <p>3.2 Auto-to-Security System Interaction</p> <p>3.3 Auto-to-Lighting System Control</p> <p>3.4 Electric Vehicle Time-of-Use Charging</p> <p>3.5 Entertainment</p> <p><b>4.0 Ecosystem Player Perspectives and Company Profiles</b></p> <p>4.1 Automotive OEMs</p> <p>4.2 Aftermarket Device Manufacturers</p> <p>4.3 Software and Platform Developers</p> <p>4.4 Insurance Providers</p> <p>4.5 Mobile and Broadband Service Providers</p> <p><b>5.0 Consumer Perspectives</b></p> <p>5.1 Appeal of Connected Car and Smart Home Features</p> <p>5.2 Plug-in Vehicle Owner Perspectives</p> <p>5.3 Billing Preferences</p> <p>5.4 Data and Privacy Concerns</p> <p><b>6.0 Connected Car Market Forecast, 2015-2019</b></p> <p>6.1 Forecast Methodology</p> <p>6.2 Forecast of Connected Cars</p> <p>6.3 Forecast of Connected Car Revenues</p> <p><b>7.0 Market Implications and Recommendations</b></p> <p><b>8.0 Appendix</b></p> <p>8.1 Glossary</p> <p>8.2 Index of Companies</p>
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<b>Figures</b>	<p>Companies Interviewed or Researched for this Report</p> <p>Ford Profile</p> <p>Audi Profile</p> <p>Zubie Profile</p> <p>Automatic Profile</p> <p>Mojio Profile</p> <p>QNX Profile</p> <p>Apple's Car Play Profile</p> <p>Google's Android Auto Profile</p> <p>Nest Profile</p> <p>If This, Then That Profile</p> <p>Progressive Insurance Profile</p> <p>State Farm Insurance Profile</p> <p>AT&amp;T Profile</p> <p>Comcast Profile</p> <p>Usage &amp; Appeal of Connected Car Features</p>
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**Connected Cars and the Smart Home: Crossover Opportunities**  
*Table of Contents*

By Jennifer Kent, Director, Research Quality and Product Development

Appeal of Connected Car Features by Smartphone Ownership  
 Appeal of Connected Car-Connected Home Crossover Features  
 Appeal of Connected Car- Home Crossover Features by Smart Home Device Ownership  
 Appeal of Electric Vehicle-Smart Home Crossover Features  
 Smart Home Device Usage, by Vehicle Power Source  
 Preferred Billing Method for Vehicle Connectivity  
 Consumers' Connected Car Concerns  
 Privacy/Security Concerns about Internet-Connected Devices  
 Connected Car Forecast Model  
 MNO Car Connectivity Revenues Forecast Model  
 U.S. Connected Car Forecast, 2015 – 2019  
 U.S. Connected Car Forecast, by Connectivity Type  
 Cellular-Supported Connected Car Forecast, 2015 – 2019  
 Connected Car Forecast: New, Used, and Aftermarket (2015 - 2019)  
 MNO's Car Connectivity Revenues Forecast (2015 - 2019)

**List of Companies**

ADT	Mercedes-Benz
Airbiquity	Microsoft
Alarm.com	Mojio
Apple	Muzzley
AT&T	Nest
Audi	Nissan
Automatic	OpenCar
BMW	Panasonic
ChargePoint	Pandora
Chrysler	PG&E
Comcast	Philips
Electric Power Research Institute (EPRI)	Progressive Insurance
Ford	QNX
GE	Quickplay Media
General Motors	Raco Wireless
GENIVI Alliance	SmartThings
Google	Southern California Edison
HARMAN	State Farm
Honeywell	Tesla
Icontrol	Verizon
IFTTT	Viper
Kia	Whirlpool
LG	Wind River
LIFX	Zubie
Mazda	



# Connected Cars and the Smart Home: Crossover Opportunities

## Table of Contents

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Attributes	
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