

Synopsis	Smart Home Purchase Intentions												
<p>Connectivity enables business model innovation. Partnerships can create value and shift monetization from direct to indirect approaches and, in doing so, expand markets. Partnerships with energy providers in particular create new revenue opportunities for partners and consumers. This report outlines some of the key alternative business model options for energy providers, smart home product manufacturers, and service providers.</p>	<p style="text-align: center;"><b>U.S. Broadband Households Planning to Purchase Smart Home Devices in Next 12 Months</b></p> <table border="1" style="margin-left: auto; margin-right: auto;"> <caption>U.S. Broadband Households Planning to Purchase Smart Home Devices in Next 12 Months</caption> <thead> <tr> <th>Quarter</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Q1/2014</td> <td>20%</td> </tr> <tr> <td>Q2/2014</td> <td>25%</td> </tr> <tr> <td>Q3/2014</td> <td>38%</td> </tr> <tr> <td>Q4/2014</td> <td>38%</td> </tr> <tr> <td>Q4/2015</td> <td>50%</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Quarter	Percentage	Q1/2014	20%	Q2/2014	25%	Q3/2014	38%	Q4/2014	38%	Q4/2015	50%
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<p><b>Publish Date:</b> 3Q 16</p>	<p>“Insurance companies have an opportunity to capitalize on the improved sensor and device markets to avoid risk and minimize payouts. Insurance companies and device manufacturers both grasp the value of IoT devices, and some have instituted strategic affinity partnerships to drive customer acquisition,” said Tom Kerber, Director of Home Controls &amp; Energy Research.</p>												
Contents	Specific Terms and Smart Home Devices Relevant to this Report												
	<p><b>1.0 Executive Summary</b></p> <ul style="list-style-type: none"> <li>1.1 Report Purpose and Scope</li> </ul> <p><b>2.0 The Internet of Things</b></p> <ul style="list-style-type: none"> <li>2.1 Value and Monetization</li> <li>2.2 IoT Business Models</li> </ul> <p><b>3.0 IoT in the Energy Industry</b></p> <ul style="list-style-type: none"> <li>3.1 Energy Industry Overview</li> <li>3.2 Energy Markets</li> <li>3.3 Forward Capacity Markets</li> <li>3.4 Distribution System Operators / Utilities</li> <li>3.5 Retail Energy Providers</li> <li>3.6 The Role of Aggregators</li> <li>3.7 Impact of Distributed Generation</li> </ul> <p><b>4.0 IoT and the Insurance Industry</b></p> <ul style="list-style-type: none"> <li>4.1 Risk Avoidance</li> <li>4.2 Usage Based Insurance</li> </ul>												

**5.0 Home Service Contractor Market**

**6.0 IoT Monetization in Retail**

**7.0 Forecast**

7.1 Forecast Methodology

7.2 Forecast

**8.0 Recommendations**

**9.0 Appendix**

9.1 Glossary

9.2 Index

9.3 Image Sources

**Figures**

Data Collected from Connections 2015 (Live Polling Application)

The Internet of Things

Smart Home Device Ownership

High Intentions to Purchase a Smart Home Device

Smart Home Use Cases

EnergyHub Profile

Comverge Profile

Evolution of Consumer Involvement in Energy Trends

State Farm Insurance Profile

HomeAdvisor Profile

Angie's List Profile

Home Energy and Maintenance Profile

Exchanging Device Control for Rebate

CITIES Market Studios Profile

Forecast Model for Monetization of Smart Thermostats

U.S. Smart Thermostat U.S. Installed Unit Forecast

Forecast of Smart Thermostats Connected to Energy Programs

Total Smart Thermostat DR Value Forecast

**List of Companies**

Alberta Electric System Operator

Amazon Echo

Apple TV

Austin Energy

CenterPoint

Comcast

Comverge

CPS Energy

DC Office of Victim Services and Justice

Grants

Direct Energy

ecobee

Frito Lay

GMAC

Home Energy and Maintenance LLC

Honeywell

ISO New England

Lux

Nest

Oncor

OnStar

Pepco

Pepco Holdings Inc.

PJM Interconnection

**IoT: Smart Home Business Models**  
*Table of Contents*

By Tom Kerber, Director of Home Controls & Energy Research

Energy Wise Rewards™	Radio Thermostat
EnergyHub	Southwest Research Institute
EnerNOC	State Farm
ERCOT	U.S Energy Information Association
FERC	WeatherBug
Filtrete	Zonoff

Attributes	
<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Tom Kerber Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© July 2016 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p><b>Disclaimer</b> Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>