

## TABLE OF CONTENTS

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Synopsis	Expanding Channels
<p>This report provides an assessment of key connected living innovations and trends developing globally. The report identifies key technologies enabling and driving adoption of connected products and examines growth opportunities in service categories, including broadband and 5G, digital media, residential security, connected health and wellness, as well as connected consumer product categories, including home networks, smart home devices, and connected consumer electronics. It also identifies key companies to watch in each product category and includes five-year forecasts for select product categories.</p>	<div style="text-align: center;"> <h3>Connected Home Channels &amp; Ecosystems</h3> <p>The diagram illustrates the 'Connected Home Channels &amp; Ecosystems'. At the top, four ecosystem categories are shown: Tech Giant/Voice Ecosystems, Networking Alliance Ecosystems, Platform Ecosystems, and Vertical Ecosystems. Below these are nine industry channels: Energy, Broadband; Telcos, Security, Retail, Health Care, Home Services, Dealer; Contractor, Insurance, and Real Estate; Construction. These channels are connected to 'The Internet of Things' (IoT) via bidirectional arrows. Below the IoT layer are various smart products, including a house, car, power plug, washing machine, thermostat (73°), doorbell, laptop, server, smartphone, game controller, camera, light bulb, monitor, and server tower. The diagram is credited to Parks Associates.</p> </div>
<p><b>Publish Date:</b> 3Q 19</p>	<p>“Connectivity is becoming a standard feature for products in consumers’ homes. In many cases, the first few generations of connected products have provided a basic level of convenience and with relatively low price. Manufacturers and service providers now need to find new ways to leverage that connectivity that adds real value to consumers’ lives. Across connected living industries, market players are driving growth in three key ways: driving incremental revenues through value-added services, expanding the customer base, and exploring new channels,” said Lindsay Gafford, Research Analyst, Parks Associates.</p>
Contents	<ul style="list-style-type: none"> <li><b>1.0 Report Summary</b> <ul style="list-style-type: none"> <li>1.1 Purpose of Report</li> <li>1.2 Research Approach/Sources</li> </ul> </li> <li><b>2.0 Connected Living</b> <ul style="list-style-type: none"> <li>2.1 Value-Added Services: Driving Incremental Revenues</li> </ul> </li> </ul>

---

- 2.2 Expanding the Customer Base
- 2.3 Converging Markets and Expanding Channels
- 3.0 Enabling the Connected Lifestyle**
  - 3.1 Mobile and Broadband Trends
    - 3.1.1 Universal Broadband Access
    - 3.1.2 Greater Gigabit Speed Service Availability
    - 3.1.3 The Rise of 5G Networks
  - 3.2 AI, Personal Assistants, and UI Innovation
    - 3.2.1 Natural Language Processing and Voice Assistants
    - 3.2.2 AI and the Connected Home
  - 3.3 Data Privacy & Security
    - 3.3.1 Growth in Data Security Services
    - 3.3.2 Data Security: Broadband Providers, Residential Gateways, and Mesh Networking,
    - 3.3.3 Blockchain as a Data Security Solution
  - 3.4 Technical Support
    - 3.4.1 Smart Home Setup and Installation Services
    - 3.4.2 Smart Home Consultation Services
    - 3.4.3 Home Network Monitoring Companies
  - 3.5 Cloud vs. Edge Computing
    - 3.5.1 Key Drivers of Edge Computing in the Connected Home
    - 3.5.2 Global Issues and Edge Computing
- 4.0 Connected CE and Platforms**
  - 4.1 Trends and Market Developments
    - 4.1.1 Evolution of the Smartphone Market
    - 4.1.2 Smart Speakers Entering the Mainstream
    - 4.1.3 Convergence of CE and Smart Home with Voice
  - 4.2 Innovations
    - 4.2.1 Augmented Reality and the Evolution of the Smartphone
    - 4.2.2 Evolution of Subscription Service Business Model
    - 4.2.3 Integration of Smart Assistants and Headphones
  - 4.3 Companies to Watch
    - 4.3.1 HMD Global
    - 4.3.2 Microsoft
    - 4.3.3 Samsung
  - 4.4 Global Trends
  - 4.5 Market Forecast
- 5.0 Entertainment Services**
  - 5.1 Trends and Market Developments
    - 5.1.1 Rise of the OTT Middle Class
    - 5.1.2 Live Online Video in the Mainstream
    - 5.1.3 Growth of Ad-Based Services
  - 5.2 Innovations
    - 5.2.1 Moving Beyond Traditional Delivery for Media
    - 5.2.2 Evolution of Authentication
  - 5.3 Companies to Watch
    - 5.3.1 Apple
    - 5.3.2 Disney
    - 5.3.3 WarnerMedia
  - 5.4 Global Trends

---

---

5.5	Market Forecast
<b>6.0</b>	<b>Residential Security Services</b>
6.1	Trends and Market Developments
6.1.1	Growth in DIY
6.1.2	Competition and Pricing Pressures
6.1.3	Changing Business Models and Innovation
6.2	Innovations
6.2.1	Video Analytics and AI in Security Cameras
6.2.2	Sensor Innovation
6.2.3	Voice and Biometrics
6.3	Companies to Watch
6.3.1	ADT
6.3.2	Deep Sentinel
6.3.3	Resideo
6.4	Global Trends
6.5	Market Forecast
<b>7.0</b>	<b>Smart Home Devices and Services</b>
7.1	Trends and Market Developments
7.1.1	Home Builder Channel Expansion
7.1.2	Large Tech Companies Investing in Smart Hardware
7.1.3	Prioritizing Energy Efficiency Use Cases
7.2	Innovations
7.2.1	Evolution of Voice-Enabled AI Solutions
7.2.2	Improving Vision Intelligence Capabilities
7.2.3	Expanding Smart Home Control Methods
7.3	Companies to Watch
7.3.1	Intellivision
7.3.2	Roost
7.3.3	Tado
7.4	Global Trends
7.5	Market Forecast
<b>8.0</b>	<b>Smart Home Energy Management</b>
8.1	Trends and Market Developments
8.1.1	Smart Energy Devices in the Top Five Smart Devices Owned
8.1.2	Electric Vehicles Gaining Popularity
8.1.3	Opportunities Exist for Consumer Engagement
8.2	Innovations
8.2.1	Blockchain and Demand Response Programs
8.2.2	Development of Community Renewables
8.2.3	Residential Batteries Gaining Momentum
8.3	Companies to Watch
8.3.1	Leviton
8.3.2	Lutron
8.3.3	Sense with Landis+Gyr
8.4	Global Trends
8.5	Market Forecast
<b>9.0</b>	<b>Connected Health</b>
9.1	Trends and Market Developments
9.1.1	Connected Health Devices and Fitness Equipment

---

## TABLE OF CONTENTS

	<ul style="list-style-type: none"> <li>9.1.2 Telehealth and On-Demand Virtual Care Services</li> <li>9.1.3 Independent Living Solutions</li> <li>9.2 Innovations               <ul style="list-style-type: none"> <li>9.2.1 Evolution of Connected Medical Devices</li> <li>9.2.2 Blockchain and the Health Sector</li> </ul> </li> <li>9.3 Companies to Watch               <ul style="list-style-type: none"> <li>9.3.1 Alarm.com</li> <li>9.3.2 Apple</li> <li>9.3.3 Best Buy</li> </ul> </li> <li>9.4 Global Trends</li> <li><b>10.0 Implications and Recommendations</b></li> <li><b>11.0 Appendix</b> <ul style="list-style-type: none"> <li>11.1 Glossary</li> <li>11.2 Index</li> </ul> </li> </ul>
--	---

Figures	
	<ul style="list-style-type: none"> <li>Average Number of Connected Devices Per US Broadband Household</li> <li>US Broadband Service Adoption &amp; Service ARPU (2010-2018)</li> <li>Connected Home Channels &amp; Ecosystems</li> <li>Fitbit &amp; Garmin Wearables</li> <li>The Smart Home Ecosystem</li> <li>Global Broadband Household Share by Region</li> <li>Smart Speaker with Voice Assistant Adoption (2016-2019)</li> <li>Smart Displays from Lenovo, Amazon, and Google</li> <li>Smart Home Devices: Purchase Inhibitors</li> <li>Adoption of Data Security Services</li> <li>Key Characteristics of Blockchain</li> <li>Edge Computing Process</li> <li>Adoption of Consumer Electronics Products</li> <li>Consumer Familiarity with AR</li> <li>US Forecast - Smart Speakers with Personal Assistants</li> <li>Amazon's The Marvelous Mrs. Maisel</li> <li>Global Forecast - Total OTT Revenue and Subscriptions</li> <li>Installation Method for Recently Acquired Pro-Monitored Security Systems</li> <li>Forecast of US Broadband Households with Security</li> <li>Smart Home Device Ownership</li> <li>Smart Controller Forecast - US Broadband Households</li> <li>Number of Smart Energy Devices Owned</li> <li>Smart Thermostat Ownership by Country (2018)</li> <li>States with Community Solar Policies</li> <li>US Forecast - Smart Thermostats (2018-2024)</li> <li>Adoption of Specified Health Devices</li> <li>Caregivers' Willingness to Pay for Independent Living Features</li> <li>Important Aspects of Retirement Life</li> </ul>

List of Companies	
	<ul style="list-style-type: none"> <li>Alarm.com</li> <li>Landis+Gyr</li> </ul> <ul style="list-style-type: none"> <li>Alectra Utilities</li> <li>Leo</li> </ul>

## TABLE OF CONTENTS

Amazon	Lennar
American Two Way	Lenovo
Android	Level Up Your Home
Apple	Leviton
Arcadia Power	LG
Arlo	Lighthouse
ARToolKit	Logitech
AT&T	Lutron
Axius	Maru
Best Buy	Microsoft
Bitseed	Minim
Blockpass	MLB.TV
Bose	Motorola
Brinc	NBCUniversal
Buoy Labs	Nest
Canada	Netatmo
Canary	Netflix
CBS All Access	Newsy
Chamberlain	Nokia
Cheddar	Nortek
Cisco	Office Depot
Clayton	Panasonic
Cognitive Systems	Peloton
Comcast	Philips
Control4	Philips Respironics
CRTC	Plume
Currant	Pluto TV
D.R. Horton	Podometrics
Deep Sentinel	Puls
DeepAR	Qolsys
Disney	Qualcomm
Domotz	Rapid Response
ecobee	Resideo
eDevice	ResMed
Energy Web Foundation	Ricoh Theta
ESPN+	Ring
ESTEQ	Roku
Ethereum	Roost
Everstore	RWE Generation
FCC	Samsung
Filament	Schlage
Finland	Schneider Electric
Fitbit	Sense
Flare	Siemens AG
FlexiDAO	Simplisafe
Flywheel	Sling TV
Garmin	Sony
Google	Spain
Hisense	Spotify
Hive Smart Home	Stanley Black & Decker
HMD Global	Sunverge

## TABLE OF CONTENTS

	<p>HOOQ Hotstar Huawei Hulu IBM Ideal Life iFlix IFTTT Ihiji Imont Independa Insignia Intel Intellivision IntelliVision JBL Jefferson Health Josh.ai KB Home Kedacom Kidde Kwikset</p>	<p>Switzerland Tado Tesla Toll Brothers Tricella TruSense Tubi TV Twitch U.K. Under Armour US Verizon Vivint Vizio Vuforia WarnerMedia Whisker Labs Wikitude WWE Network XUMO YouTube TV</p>
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