

By Amanda Kung, Researcher, Parks Associates

Synopsis	Networked Camera Value Proposition																						
<p>Security service providers have an opportunity to build on their core offering by cultivating peace-of-mind value propositions for lifestyle segment use cases. This report evaluates market potential for smart solutions that leverage residential security strengths to address other peace-of-mind use cases, such as elder care, childcare, pets, car security, frequent travelers, vacation homeowners, and property safety from fire and water damage.</p>	<div style="text-align: center;"> <h3>Networked Cameras Monitoring Interest</h3> <p>US broadband households with networked cameras</p> <table border="1"> <caption>Networked Cameras Monitoring Interest Data</caption> <thead> <tr> <th>Location</th> <th>Interest (%)</th> </tr> </thead> <tbody> <tr><td>Front door</td><td>55</td></tr> <tr><td>Back door</td><td>46</td></tr> <tr><td>Front yard</td><td>42</td></tr> <tr><td>Back or side yard</td><td>41</td></tr> <tr><td>Living room</td><td>39</td></tr> <tr><td>Driveway</td><td>38</td></tr> <tr><td>Garage door</td><td>35</td></tr> <tr><td>Kitchen</td><td>28</td></tr> <tr><td>Bedroom</td><td>25</td></tr> <tr><td>Pet</td><td>23</td></tr> </tbody> </table> <p>© Parks Associates</p> </div>	Location	Interest (%)	Front door	55	Back door	46	Front yard	42	Back or side yard	41	Living room	39	Driveway	38	Garage door	35	Kitchen	28	Bedroom	25	Pet	23
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<p><b>Publish Date:</b> 2Q 21</p>	<p>“Protecting the exterior of a home is a natural extension for an internal security system that alerts at entrance into a home. Security system households often own interior security and monitoring solutions, like cameras, that can smoothly transition to outdoor use cases having new features, such as weather resistance,” said Amanda Kung, Researcher, Parks Associates.</p>																						
Key Questions																							
	<ul style="list-style-type: none"> <li>What consumer pain points make peace of mind value propositions compelling?</li> <li>What security-adjacent use cases are most important to consumers?</li> <li>What solutions are leading players offering and what differentiates them?</li> <li>What point solutions offer strong partnership opportunities?</li> <li>How do innovations in personal property insurance reflect opportunities in security adjacencies?</li> </ul>																						

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