

## New research & interactive discussions on connected consumer technologies & systems

### PR CONTACT

Contact Holly Sprague to request an interview with Parks Associates analysts or CONNECTIONS™ speakers or sponsors - or to inquire about specific research data.

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### Parks Associates Research

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### Smartphones

- Two-thirds of U.S. consumers planning to purchase a smartphone are unwilling to pay more than \$50 per month for mobile data plans.
- The average U.S. broadband user watches 102 minutes of video on a mobile phone every week.
- Over 90% of U.S. smartphone owners have downloaded apps since product purchase, at an average of two apps per month.
- Worldwide, consumers will spend over \$14 billion on smartphone app downloads in 2012.
- Nearly 40% of iPhone 4S owners now want a voice feature similar to Siri for their TVs.

### Smart TVs and the Connected Home

- 31% of U.S. broadband households regularly watch TV programs or movies accessed from the Internet on their TVs.
- Nearly one-third of U.S. broadband households use the Internet to watch video on TV.
- Nearly 40% of smart-TV households access online movie and TV show content, from sources such as Netflix, Amazon, and Best Buy's CinemaNow, on at least a monthly basis.

### Tablets

- North American consumers will buy 32 million media tablets in 2012.
- The average U.S. broadband user watches 36 minutes of video on a tablet.
- Over 25% of all video viewing in U.S. broadband households now occurs on platforms other than the television, such as PCs, smartphones, and tablets.



## CONNECTIONS™ at TIA 2012

The 16th annual CONNECTIONS™, hosted by international research firm Parks Associates on June 5-7 at The Gaylord Texan, focuses on innovative solutions for the connected consumer and leading strategies to monetize digital content, mobile applications and services, value-added services, connected consumer electronics, and home systems.

### Keynotes

"Beyond Speed...to the Digital Life"

June 5 | 10:15 a.m. - Texas Ballroom 456

Kevin Petersen, Senior Vice President – AT&T Digital Life, AT&T Services



"The Connected Home: Heart of the Borderless Lifestyle"

June 6 | 5:00 p.m. - Texas Ballroom C

Mike Ritter, Chief Marketing Officer, Consumer and Mass Business Markets, Verizon



"Security, Controls, Energy Management, Connected Appliances – Accelerating the Adoption of the Connected Home"

June 7 | 10:45 a.m. - Texas Ballroom C

Kristen Bowring, Senior Director, Platform Lead Home and Energy Management, Best Buy



### Sponsor Sessions

The Media Cloud: Technology, Business, and the Consumer  
Sponsored by F-Secure

June 5 | 4:00 p.m. - Texas Ballroom 3

Marc Beckwitt, VP, Strategic Partnerships, MediaNaviCo, a Technicolor Company

Dean Bolte, Managing Director, The Americas, Omnifone

Nick Chakalos, President, Catch Media

Steve Levine, Director of Solutions, Content Cloud Ecosystem, F-Secure

Steve Samuels, SVP of Sales, CSG Media, LLC

Moderated by Kurt Scherf, Vice President & Principal Analyst, Parks Associates



Industry Convergence and the Smarter Home Cloud

Hosted and Sponsored by IBM

June 6 | 2:30 p.m. - Texas Ballroom 2

Michael Clay, Channel Management & Partner Enablement, Verizon

Ted Connell, Senior Managing Consultant, IBM Global Business Services

Martin Kienzle, Research Relationship Manager, IBM

Eric Riddleberger, Vice President and Partner, IBM Global Business Services

Melissa Simpler, CEO, Affinegy

Robert Stepanian, CEO, Nexstep

Matt Swatsky, Engineering Manager, Lutron

Moderated by Scott Burnett, Director, Global Consumer Electronics Industry, IBM



## Providing market intelligence and consumer research for more than 25 years

### Cloud Access and Second Screens

- One-third of U.S. broadband households streamed a TV show in the past 30 days.
- Each week, roughly 25% of U.S. broadband households watch video on a mobile phone; the average broadband user watches 36 minutes of video on a tablet.
- 42% of U.S. consumers with a media tablet use the device to check listings while watching TV.
- 37% of U.S. mobile phone owners find the mobile wallet concept appealing.

### Energy Management

- Over 60% of U.S. households will have energy management technologies, deployed by utilities, service providers, or retailers, by 2022.
- Bundling energy management with IP services will drive adoption of multiservice home networks to over 20% of U.S. households by 2015.

### International Business Trends

"Brazil is seeing the emergence of new broadband homes that are able to receive these products and services for the first time. Netflix, Samsung, and other major companies are moving quickly to capitalize," said Brett Sappington, Director, Research, Parks Associates.

### Consumer Research

"Siri voice recognition is a popular feature, and nearly 40% of iPhone 4S owners now want similar voice features for their TVs. Gesture and voice-control offerings create new, immersive entertainment experiences and could boost adoption of other enhancements, such as 3D TVs, which are currently in only 6% of North American broadband households," said Kurt Scherf, VP, Principal Analyst, Parks Associates.

### Company Strategies

"Mobile operators need to create new value propositions for their data services. U.S. consumers are accustomed to unlimited data use for one fixed price. They have high price sensitivity and will rebel against byte-tracking. Operators need to shift consumers' perception away from raw data to the experience created by their data services," said Harry Wang, Director, Mobile Research, Parks Associates.



### Connected Home Pavilion

The Connected Home Pavilion is an area on the TIA exhibit floor where attendees can preview demos from operators, manufacturers, and solutions providers for the digital home and connected consumer.



### Research Presentations at CONNECTIONS™

**The Future of OTT Video: Monetization Strategies**  
June 5 | 9:00 a.m. - Texas Ballroom 456

**Brett Sappington**, Director, Research, Parks Associates



**The Rise of the App Platform in the Mobile and CE Markets**  
June 6 | 8:30 A.M. - Texas Ballroom C

**Kurt Scherf**, VP, Principal Analyst, and **Harry Wang**, Director, Mobile and Health Research, Parks Associates



**Defining Roles for Connected Consumer Electronics**  
June 6 | 4:30 P.M. - Texas Ballroom C

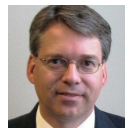
**Kurt Scherf**, VP, Principal Analyst, Parks Associates



**Managing the Connected Home - Security, Health, Monitoring, and Controls**

June 7 | 9:00 A.M. - Texas Ballroom C

**Tom Kerber**, Director, Research, Home Controls & Energy, Parks Associates



### Theatre Session

**The Next Multimillion Dollar Service Provider Opportunity: Home Controls**  
June 6 | 4:00 p.m. - TIA Theatre

**Dan Flagler**, Manager - Partner Management & Product Development, Verizon Telecom

**Dan Ramos**, SVP of Corporate Development, Alarm.com

**Steve Shapiro**, Group Director, Product Management, ADT Security Systems, Inc.

*Moderated by Tom Kerber*, Director, Research, Home Controls & Energy, Parks Associates

### Special VIP Event

**SMB Cloud Services: New Revenues & Opportunities**

June 6 | 6:30 p.m.

Join research firm Parks Associates and consulting firm Waterstone Management Group for invitation-only cocktails and networking event.

PARKS ASSOCIATES



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