There will be over 200 million smartphone users in the U.S. by year-end 2013. Smartphone ownership reached 66% of U.S. broadband households as of 1Q 2013.

Smart TV ownership reached 66% of U.S. broadband households as of 1Q 2013.

By 2017, 53% of U.S. broadband households will have a smart TV.

Tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app. Tablet owners also show a greater tendency than smartphone users to make in-app purchases; more than 20% have upgraded from a free to a paid version of an app.

24% of tablet owners in U.S. broadband households watch six or more hours of premium online video (TV shows and movies) on the device each week. 10% watch more than 10 hours per week.

44% of tablet owners in U.S. broadband households report their video usage on the device increased over the past year.
Location-based Solutions
- Nearly 20% of U.S. caregivers living in broadband households are very willing to pay for a location-tracking service.
- Smartphone owners consistently rank mapping and navigation apps among their top-five apps. Among smartphone owners:
  - 36% use a mapping or navigation app at least once a month.
  - 49% use an app to check local weather.
  - 21% use a barcode-scanning app to compare prices at local and online retailers.
  - 18% use an app to check local gas prices at least once a month.
  - 10% use a location-based app to find friends and unlock deals.

Connected Cars:
- 32% of car owners in U.S. broadband households have some kind of in-vehicle connectivity. The most common capability is the ability to make phone calls using the car’s built-in Bluetooth capabilities.
- 16% of U.S. broadband households own a vehicle with a built-in display, which allows them to access navigation, emergency services, vehicle diagnostics, and infotainment apps.
- Over one-third of U.S. broadband households with a built-in vehicle display can access music apps and one in four can access news apps.

Mobility and Video
- 22% of U.S. broadband consumers check or update their social network on a smartphone or tablet while watching TV.
- The number of people in North America who watch video on mobile devices (smartphone or tablet) at least weekly will increase from 63 million in 2012 to 173 million in 2017.
- Consumers will increase their weekly mobile video and TV viewing by 175% from 2012 to 2017.

Apps and Consumer Spending
- Smartphone app users currently spend, on average, over $4 on apps in a 30-day period, up from $2.46 last year.
- 30% of tablet app users and 20% of smartphone app user have upgraded a freemium app to a paid version.

Tuesday, May 21 – Building the Experience: Evolutionary Steps to Interoperability
11:00 a.m. Mobile Devices and Apps Extending Usage in the Digital Home
11:15 a.m. Integrating Connected Home Platforms with Connected Devices
2:00 p.m. SPLIT SESSIONS: Mobile Payment, Connected Home Interoperability, and the Smart TV
3:30 p.m. SPLIT SESSIONS: Connected Home Channels, Video on Mobile Devices, and Consumer Tech Support

Wednesday, May 22 – Leveraging Connected and Mobile Devices for Content and Controls
11:00 a.m. Growth of Connected Devices, Services, and Support
11:15 a.m. Extending the Customer Relationship through Tech Support
1:15 p.m. The Price of Victory: The future for Video Services
3:15 p.m. SPLIT SESSIONS: Content Search and Discovery and Home Management Value-added Services
4:15 p.m. Future Technologies & Solutions: Investment Perspectives

Upcoming Events
CONNECTIONS™ Europe
November 12-13, 2013 | Mövenpick Hotel, Amsterdam
An expert executive summit featuring the latest consumer research on digital living technologies around the world. connectionseurope.com

CONNECTIONS™ Summit at CES
January 2014 | Las Vegas, Nevada, at 2014 International CES
Sessions on trends, emerging business models and technologies, and growth opportunities for companies developing products and services for the digital home. connectionssummit.com

Smart Energy Summit: Engaging the Consumer
February 2014 | Austin, Texas
Consumer and industry research and strategic insight on the emerging in-home energy management technology market. smartenergysummit2014.com

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