

Parks Associates provides analysis, consumer research, and forecasts in the following areas:

CONNECTIONS™

June 28-30, 2011

Santa Clara Convention Center

www.CONNECTIONSUS.com

The 15th annual CONNECTIONS™: The Digital Living Conference and Showcase, hosted by international research firm Parks Associates, attracts over 500 executives focused on innovative consumer technology solutions.

Keynotes & Special Session

"Converged Experiences"

June 28, 4:20 p.m.

David Grubb III, VP, Architecture & Strategy, Converged Experiences, Motorola Mobility

"Opportunities and Challenges For The Dream Factory: Creating High-Quality TV Content For Digital Consumers"

June 29, 9 a.m.

John B. Penney, EVP, Strategy & Business Development, Starz, LLC

Smarter Home Unified by Cloud

June 29, 1:30 p.m.

SPECIAL SESSION, hosted by IBM

"New Connections for a Digital Life"

June 29, 4 p.m.

Glenn Lurie, President of Emerging Devices, Resale and Partnerships, AT&T Mobility and Consumer Markets

"Consumer Ecosystem Innovation"

June 30, 9 a.m.

Eric J. Bruno, VP, Product Management, Verizon Telecom

Upcoming Events

CONNECTIONS™ Europe: Cloud Services, CE, and Service Provider Strategies

November 8-9, 2011 | Amsterdam
www.CONNECTIONSEurope.com

3rd annual Smart Energy Summit: Engaging the Consumer

February 28 - March 1, 2012 | Austin, Texas
www.SmartEnergySummit2012.com



Access & Entertainment Services

- By 2015, there will be almost **240 million unique online video viewers** in the U.S.
- 30% of U.S. broadband households are **willing to pay** for multiscreen services on an Internet-connected device.

Cloud Media & Digital Content

- Over 50% of U.S. consumers consider multiroom access to content and guaranteed replacement of media to be equally important features of the **digital locker**.
- 34% of U.S. broadband households access **music via their mobile phone**.
- Worldwide revenues in the **social gaming market** will increase by five times from 2010 to 2015, due in large part to advertising and sales of virtual items.

Digital Home Support Services

- Demand for **mobile support** centers on security, with twenty-eight percent of U.S. consumers highly interested in the ability to remotely lock their mobile phones to prevent unauthorized use.

Advertising

- Adding Internet radio to an advertising campaign can **more than double** consumers' response rates.

Connected Home Systems & Services

- By 2015, more than 14 million U.S. households will have some form of **self-monitoring capability** installed; 5 million will pay for self-monitoring services.

Mobile and Portable

- Over 2 billion people worldwide will own at least one **smartphone** in 2015, with unit sales growing over 175% from 2010.
- Six million U.S. broadband households changed their 2011 CE purchase plans due to the **reinvigorated tablet product category**, picking this device over notebooks, netbooks, and e-readers.

Digital Health

- 40% of U.S. broadband households are willing to pay for **health-monitoring services** for a family member versus only 26% willing to pay for themselves.

Residential Energy Management

- 13% of U.S. households will have an **energy management network** by 2015.

Platforms and Networks

- Between 2011 and 2015, the number of **connected home network nodes** worldwide will surge from 1.7 billion to 8.2 billion.

Connected CE

- Many U.S. broadband households are taking a DIY approach to **multiscreen services**, with 14% using PC-to-TV connections to watch online video.
- **Annual unit sales** for connected TVs, Blu-ray players, game consoles, and digital video players will grow to nearly 340 million worldwide by 2015.

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