

## SMART HOME, IOT, AND THE CONNECTED CONSUMER

**CONNECTIONS™ Europe: Smart Home, IoT, and the Connected Consumer** focuses on smart home strategies to expand the value and reach of the Internet of Things for the connected consumer in Europe and around the world. [connectionseurope.com](http://connectionseurope.com)

### Keynotes

**2 NOV 10:00** **Creating a More Thoughtful Home**



François Girodolle, Head of Product Partnerships, Nest Europe, **Nest Labs, Inc.**



**2 NOV 16:00** **It's all about the Customer Experience**



Stéphane Blanc, International Commercial Director, Hive, **Centrica Connected Home**



**3 NOV 9:45** **Voice Control: Breakthrough in the Smart Home and IoT**



Dave Isbitski, Chief Evangelist, Alexa and Echo, **Amazon**



**3 NOV 11:45** **IoT and Connected Services: The Perfect Match**



Dr. Christoph Döbrich, Innovation Manager, **Allianz Worldwide Partners**



David Tuerk, GM, Smart Home & Telecom Europe, **Panasonic**



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## Top Trends: Parks Associates Insights

### Smart Home Strategies

"The European smart home market lacks the foundation that the U.S. smart home market has—a base of professional security subscribers—so companies need to forge more creative strategies and unique partnerships to help drive growth," said **Stuart Sikes, President, Parks Associates**. "The partnership between insurer Allianz and global manufacturer Panasonic is a prime example of an entry-level smart home solution, the Smart Home + Allianz Assist, that builds a strong security use case and promotes future add-on sales."

### Voice Controls

"The introduction of voice controls through solutions such as Amazon Alexa-enabled products has opened new possibilities in how consumers can interact with smart home products and services," said **Tom Kerber, Director, IoT Strategy, Parks Associates**. "As a result, we've seen a rush among major players to integrate with Amazon, Sonos, and other similar solutions that will create new avenues to engage consumers with the smart home."

### Wearables, Smart Watches, and Healthcare/Smart Home Crossovers

"Smart watch sales in Western Europe will exceed 8.8 million by the end of 2016 and reach 41 million by 2021. The convenience and availability of the smart watch make it an easy choice for health and activity tracking. Control features such as remote access to lights, thermostats, and even the garage door extend the appeal of the smart watch to broader applications," said **Stuart Sikes, President, Parks Associates**.

### Expanding Use Cases

"Smart home device penetration in Western Europe is roughly 15% of broadband households," said **Stuart Sikes, President, Parks Associates**. "In addition to safety and security applications, use cases in energy management and home monitoring, offered by residential security providers, energy utilities, retailers, and insurance providers, have helped drive smart home adoption in European countries."

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# Research and analysis on key topics and trends in IoT strategies and technologies

## Japan Today - 24 October 2016

"AT&T-Time Warner Mega-Deal: Merger For New Media Era Or A Bad Remake?"

Pay-TV operators are seeing a "slow erosion of the core business," analyst **Brett Sappington at Parks Associates** said. "After years of attempts to be more than just a 'dumb pipe,' pay-TV operators have come to realize that a smart, flexible pipe can similarly transform their businesses."

## CED - 23 October 2016

"How Concerned Are Potential IoT Customers With Privacy And Data Security?"

Around 40 percent of U.S. broadband households reported in a **Parks Associates** survey they had a recent privacy or security problem with a connected device, primarily a virus, spyware or a company tracking them, Brad Russell, a research analyst at the research firm, observes.

## Gadgets Now - 21 October 2016

"Is Voice Technology Behind The Success Of Those Smart Home Gadgets?"

"Over 70% of voice-recognition users are satisfied with the experience of using this solution on their smartphones, which is driving experimentation with this functionality on other platforms, including home assistants," said **Stuart Sikes**, President, Parks Associates.

## Yahoo! - 20 October 2016

"Has The Smart Home Found A New Voice?"

Although the Internet of Things (IoT) is still bigger in terms of buzz than device sales beyond smart thermostats and security systems, familiarity with - and more importantly satisfaction with -- voice recognition systems on our phones is already helping companies like Amazon and Google get a foot in the front door, according to **Parks Associates**.

## Telecompaper - 12 October 2016

Western European Smart Thermostat Sales To Hit 1 Mln By 2020

Sales of smart thermostats in Western Europe are set to rise from less than 700,000 units in 2016 to more than one million units by 2020, according to a report on smart energy and water products by **Parks Associates**. Although the market for smart thermostats in the region has a long way to go to reach the US figure of 9 percent of broadband households, the report indicates that brands such as Honeywell, Nest, Tado, Bosch, Hive, Netamo and Quby have all launched smart thermostat products in recent years, with major appliance makers also set to invest in smart water heater controllers.

## Telecompetitor - 10 October 2016

Virtual Reality Headset Penetration to Reach 81 Million by 2020

Not surprisingly, young adult Millennials will fuel rapid growth in VR sales and usage, according to recently released research from **Parks Associates**. Twelve percent of male and five percent of female Millennials said they intend to buy a VR headset this year, according to Parks Associates, twice the percentage among other age groups.

## CED - 3 October 2016

High-Speed Data Service Demand Continues Globally

Broadband services remain a key driving force in global productivity and communication. Businesses, governments, and individuals continue to rely upon the quality and dependability of high-speed data and broadband services in order to inform, educate, interact and entertain. On a worldwide basis, household adoption of fixed-line broadband services continues to increase. At the end of 2015, **Parks Associates'** estimates had 739 million global households subscribing to a residential fixed-line broadband service, an increase of more than 40 percent since the end of 2010.

## Parks Associates' UPCOMING EVENTS



**CONNECTIONS™  
Summit at CES**

5 January 2017  
Las Vegas, NV

CONNECTIONS  
Summit.com



**Smart Energy  
Summit: Engaging  
the Consumer**

20-22 February 2017  
Austin, TX

SES2017.com



**CONNECTIONS™: The  
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Home Conference**

23-25 May 2017  
San Francisco, CA

CONNECTIONSUS.com



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