

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

CONNECTIONS™ Summit @ CES

January 10 | LVCC, South Hall, Rooms S204-205
9:30 AM - 5:15 PM

CONNECTIONSSummit.com

For the sixth year, Parks Associates is hosting CONNECTIONS™ Summit at CES, featuring speakers from over 25 tech companies in the following sessions:

- » Smart TV 2012 Outlook
- » Video: Three Screens and Beyond
- » Consumer Demand for Energy as a Service
- » Technical Support, Customer Service, and the Lifecycle in the Digital Home
- » The Personal Cloud and Digital Locker

A Networking Reception, sponsored by GSMA, follows the CONNECTIONS™ Summit sessions at 5:30 PM



Parks Associates' 2012 Events

Smart Energy Summit: Engaging the Consumer

February 28 - March 1 | Austin, TX | SES2012.com

KEYNOTE SPEAKERS

- **Sandra Baule**, *Home Area Network Strategy & Integration Manager, San Diego Gas & Electric*
- **Kristen Bowring**, *Senior Director, Platform Lead, Home Energy Management, Best Buy*
- **Jeff Crews**, *Dir., Business Development, 4Home Connected Solutions, Motorola Mobility, Inc.*
- **Ted M. Reguly**, *Dir.–Customer Programs and Assistance, San Diego Gas & Electric*
- **Ann Shaub**, *Dir.–Product Management, Verizon*

CONNECTIONS™ at TIA 2012

June 5-7 | Dallas, TX | CONNECTIONSUS.com

Hosted by international research firm Parks Associates, CONNECTIONS™ at TIA 2012 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.



CE Forecasts

- **Worldwide sales of connected CE**—including smartphones and tablets—will grow from approximately 650 million units in 2011 to nearly 1.7 billion by 2015.

Smart TVs

- **43 million** U.S. households will have a smart TV by the end of 2012.
- **Consumer demand** for Internet connectivity in an advanced TV is nearly double the demand for 3D capabilities.

Tablets

- **There will be 30 million tablets** sold in the U.S. in 2012.
- **Almost one-third** of U.S. tablets owners are using the device to search for show-related information while watching TV.

Advertising

- **U.S. mobile ad revenue** reached approximately \$850 million in 2011 and will reach \$2.1 billion in 2015.

Energy

- **Only 14%** of U.S. broadband households are very familiar with the term “smart meter,” highlighting a lack of consumer engagement.
- **Only 12%** of U.S. broadband households are very familiar with current energy monitoring and management products, indicating the massive challenges ahead for utilities and other companies selling energy solutions.

Women's Buying Power

- **Women are more likely** than men to purchase three of the four CE products topping 2011 holiday purchase intentions, including laptops, tablets, and smartphones.
- **Women also outpace men** in almost all digital media activities, including downloading movies and music and usage of an iPod or MP3 device.
- **The share of female** console gamers has increased considerably on all platforms. Women are the majority of users on Microsoft's Xbox 360 and the Nintendo Wii.

Smartphones

- **There will be over 200 million smartphone users** by the end of 2012.
- **Android users are less likely** to spend money on games, but they spend more than iPhone users: 51% of iPhone users buy games vs. 19% of Android users. BlackBerry users spend the most on a monthly basis (\$18), followed by Android (\$13) and iPhone owners (\$10).

iPad vs. Kindle Fire

- **Amazon's low price tag** and its media offerings helped boost the Kindle Fire, making it as popular in general as Apple's iPad for the 2011 holiday season.
- **However, among the 2011 holiday shoppers** most likely to purchase a tablet, the iPad is the clear favorite at 62%, versus 38% choosing the Kindle Fire, making the latter more of a “stocking stuffer” than a planned purchase.

Blog: parksassociatesblog.com

Phone: 972.490.1113

Twitter ID: @CONN_Summit

Twitter: twitter.com/ParksAssociates

CES Booth #20259 in LVCC South Hall 1

Hashtag: #connsummit2012

PR CONTACT: Holly Sprague: hsprague@gmail.com, twitter.com/hollywsprague