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

- Connected CE, and home systems.
- Applications and services, value-added services,
- Strategies to monetize digital content, mobile
- The event features consumer research and market solutions for the connected consumer.

CONNECTIONS™ Summit @ CES
January 8 | LVCC, South Hall, Rooms S204-205
10:00 a.m. - 5:15 p.m.
www.CONNECTIONSSummit.com

For the seventh year, Parks Associates is hosting CONNECTIONS™ Summit at CES, featuring speakers from over 25 tech companies in the following sessions:
- Smart TVs and the Future of Entertainment
- Second-Screen Experiences and Revenue Opportunities
- Convergence in the Connected Home: Partnership Opportunities
- New Opportunities in Tech Support Services
- Multiscreen Services: Where Connected CE meets OTT

A Networking Reception, sponsored by Lowe’s, follows the CONNECTIONS™ Summit sessions at 6:00 p.m.

Parks Associates’ 2013 Events

**Smart Energy Summit: Engaging the Consumer**
February 25-27, 2013 | San Antonio, Texas
www.ses2013.com

Smart Energy Summit examines the expanding market for energy solutions and home controls and its impact on utilities, service providers, retailers, manufacturers, and consumers.

**CONNECTIONS™ at CTIA 2013**
May 20-23, 2013 | Las Vegas, Nevada
www.CONNECTIONSUS.com

Hosted by international research firm Parks Associates, with support from the Consumer Electronics Association (CEA®), CONNECTIONS™ focuses on innovative technology and business solutions for the connected consumer.

The event features consumer research and market strategies to monetize digital content, mobile applications and services, value-added services, connected CE, and home systems.

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**CE Holiday Purchase Intentions**
- Consumer spending intentions for CE increased substantially in 2012 - 63% of households planned to buy at least one CE device during the 2012 holiday season, a 37% increase over 2011.
- Consumer demand is highest for tablets followed by laptops and smartphones.

**Tablets**
- By year-end 2012, more than 39 million tablets will be sold in North American market, an increase of 72% year over year.
- Thirty-three percent of U.S. broadband households own a tablet, up from 15% last year, and 66% of U.S. broadband households will have a tablet by 2013.

**Apps and Advertising**
- Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases.

**Home Controls and Energy**
- U.S. consumers are reluctant to take on new service fees, with only 15% of U.S. broadband households willing to adopt subscription controls packages.
- The percentages increase dramatically for individual controls components: 56% would buy door/window sensors, 53% would buy door locks, and 44% would purchase lighting controls.

**Digital Health & Fitness**
- U.S. sales of fitness tracking devices (stationary and wearable) will exceed $2.4 billion in 2016. Unit sales of wearable fitness tracking devices will reach almost 14 million.
- By 2016, more than 32 million U.S. consumers will actively track personal health and fitness online or via mobile.

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Phone: 972.490.1113 | CES Booth #21944 in LVCC South Hall 1
Twitter ID: @CONN_Summit | Hashtag: #connsummit2013

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