

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

Parks Associates at TelcoTV

October 24-26, 2012 | Las Vegas, NV
Visit Parks Associates at Booth 1020
ParksAssociates.com

October 24, 8:30-11:00 A.M., Pavilion 11

Parks Associates is hosting the pre-event workshop "New Opportunities in the Connected Home – Expanding Role of the Service Provider."

KEY WORKSHOP TAKEAWAYS:

- The value proposition of the connected home
- Service combinations that resonate with different consumers
- Revenue potential of service categories
- Implications of connected CE
- Key partnerships among operators, retailers, manufacturers, and technology providers

October 24, 12:30 P.M.

John Barrett, Director, Consumer Analytics, is moderating "Facilitating the Connected Home: Creating the Ties that Bind."

October 26, 2 P.M.

Jim O'Neill, Research Analyst, is moderating "Getting Started in the TV Everywhere Business."

Parks Associates' Events

CONNECTIONS™ Europe

NOV 13-14, 2012 | Amsterdam
CONNECTIONSEUROPE.com

CONNECTIONS™ Europe offers high-level analysis and consumer research, networking opportunities, and information on emerging connected home services and technologies.

CONNECTIONS™ at CTIA

MAY 21-23, 2013 | Las Vegas
CONNECTIONSUS.com

CONNECTIONS™, co-located with International CTIA WIRELESS 2013, 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 consumer electronics, and home systems.



TV Everywhere

- **86% of pay-TV customers** in North America and 66% in Western Europe have access to TV Everywhere services.
- **Fewer than 25%** of U.S. pay-TV subscribers and fewer than 36% of Canadian pay-TV subscribers are aware of TV Everywhere services.
- **U.S. consumers** want a broad range of on-demand options, including YouTube videos (59%), catalog movies and TV programs (72%), current TV programs (71%), and new-release movies (52%).

Connected CE Usage

- **Over 50% of U.S. broadband households** have access to OTT video through a TV set, up from 29% at the end of 2010. Game consoles and PC-to-TV connections are the most common bridging devices.
- **The connection rate** among smart TVs and smart Blu-ray players is only around 50%.
- **One-third of U.S. broadband households** watch Internet video on a TV or PC, and approximately 25% view it on tablets and mobile devices.

Tablets and Laptops

- **One-third** of U.S. broadband households have a tablet.
- **Women are more likely than men** to own a laptop.
- **Tablets owners** have, on average, 1.2 tablets per household.

Smart TVs

- **25% of U.S. broadband households** have a smart TV.
- **17% of users of smart-TV apps** have purchased a product or service through these apps.

Smartphones and Mobile Services

- **Nearly 60%** of U.S. broadband households have a smartphone.
- **Smartphone owners** with a low data cap (less than 1GB per month) stream multimedia content over Wi-Fi, rather than over a 3G or 4G connection, over 60% of the time.
- **There will be nearly 50 million LTE subscribers** worldwide by 2012, with Asia & Pacific overtaking North America to become the region with largest number of LTE subscribers.

Service Provider Strategies

- **By 2017, broadband service providers worldwide** will deploy 120 million residential gateways and routers, up from 75 million in 2012.
- **The number of IPTV subscribers** in the United States will more than double from 2011 to 2017, going from 8.8 million to 18.6 million.
- **The number of pay-TV operators** in North America offering multiscreen TV services will grow from approximately 14 operators at the end of 2011 to about 35 by the end of 2016.

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