Apple expanded its dominance in 2013: sprague@gmail.com, @hollywsprague, 720.987.6614

The number of people in North America Less than 60% of Hulu Plus, Netflix, and U.S. tablet owners are 1.3 times more Pandora is the leading Internet-stream

In 2014, U.S. in-app ad revenues will Smartphone ownership in North America 36% of console shoppers planned to The most popular brands among shop

. 60% of pay-TV subscribers with Almost one-half (47%) of video con The U.S. online video ad market will Roughly 50% of U.S. broadband house Twitter: Not counting pay-TV services, OTT

Within a 30-day period, almost 20% of Smartphone ownership in North America will top 300 million by year-end 2016. U.S. tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app. Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases. 18% of smartphone owners and 39% of tablet owners use apps from their pay-TV providers. Smartphone and tablet app downloads in North America will rise to 11 billion by 2016. The number of people in North America who watch mobile video and TV shows on mobile devices (smartphone or tablet) at least weekly will increase to 173 million in 2017.

During CES 2014, visit Parks Associates at Booth #21935 in South Hall 1

CONNECTIONS™ Summit @ CES addresses key aspects of the connected home

CONNECTIONS™ Summit @ CES
January 7 | LVCC, North Hall, N264
9:15 a.m. - 5:30 p.m.
www.CONNECTIONSSummit.com

9:15 a.m. Home Monitoring and Control: Attracting New Subscribers
Alarm.com, Amdocs, AT&T Digital Life, iControl Networks, Lowe’s, Technicolor

10:30 a.m. Consumer Tech Support: Advanced Tools and Infrastructure
Pie Digital, Quatro Global Services, Radiolpoint, Support.com, Sutherland Global Services, Wipro Technologies

12:00 p.m. The Internet of Things: Connected Home Platforms and Devices
Arrayent, ARRIS Group, Cisco, Hitachi, ZigBee Alliance, Z-Wave Alliance

1:15 p.m. Monetizing Second-screen Services
Fox Broadcasting, DISH, Samba TV, Samsung, SmartOTT | Wild TV, Zeebox USA

2:30 p.m. Evolution of the Smart TV
Cognitive Networks, ESPN , Gracenote, LG Electronics, Samsung

3:45 p.m. New Connected CE Business Models
Accedo, Delivery Agent, Qualcomm Atheros, Roku, Sling Media

A Networking Reception, sponsored by Lowe’s, starts at 5:30 p.m.

Parks Associates’ 2014 Events
Smart Energy Summit: Engaging the Consumer
February 17-19, 2014 | Austin, Texas
www.ses2014.com

CONNECTIONS™: The Premier Connected Home Conference
May 13-15, 2014 | San Francisco, California
www.CONNECTIONSSUS.com

NEW Connected Health Summit: Engaging Consumers
September 4-5, 2014 | San Diego, California
www.connectedhealthsummit.com

CONNECTIONS™ Summit @ CES

MEDIA CONTACT
Holly Sprague: hsprague@gmail.com, @hollywsprague, 720.987.6614

Consumer Electronics
• Apple expanded its dominance in 2013 as the top brand among CE holiday shoppers. Apple topped Dell for the first time as the most popular brand among CE shoppers planning to buy a desktop.
• The most popular brands among shoppers planning to purchase a tablet in the 2013 holiday season: (1) Apple, (2) Amazon (Kindle), (3) Samsung, (4) Microsoft (Surface), (5) Acer.
• 36% of console shoppers planned to purchase a Sony gaming console and 27% planned to buy a Microsoft product in the 2013 holiday season.

Smartphones and Tablets
• Smartphone ownership in North America will top 300 million by year-end 2016.
• U.S. tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app.
• Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases.
• 18% of smartphone owners and 39% of tablet owners use apps from their pay-TV providers.
• Smartphone and tablet app downloads in North America will rise to 11 billion by 2016.
• The number of people in North America who watch mobile video and TV shows on mobile devices (smartphone or tablet) at least weekly will increase to 173 million in 2017.

Advertising
• The U.S. online video ad market will grow at a 13% compound annual growth rate (CAGR), accelerating from $3.5 billion in 2013 to $5.8 billion within five years.
• In 2014, U.S. in-app ad revenues will reach $4.5 billion.

Digital Media & Content Discovery
• Almost one-half (47%) of video consumed on a TV set now comes from non-linear sources.
• Roughly 50% of U.S. broadband households use subscription or transactional OTT video.
• 41% of U.S. broadband households receive personalized video viewing recommendations from at least one source. Netflix and Hulu are the most common.
• Less than 60% of Hulu Plus, Netflix, and Amazon Prime customers use the recommendations from these OTT services.
• Not counting pay-TV services, OTT subscribers spend $67 per month on video versus $40 on average for all U.S. broadband households.
• The number of pay-TV subscribers with search and recommendation discovery features available to them through an electronic programming guide will reach nearly 270 million worldwide by 2018.
• Pandora is the leading Internet-streaming/on-demand music in number of users and advertising revenues earned.

Website: www.parksassociates.com
Blog: www.parksperspectives.com | Twitter: twitter.com/ParksAssociates
Phone: 972.490.1113 | CES Booth #21935 in South Hall 1
Twitter ID: @CONN_Summit | Hashtag: #connsummit2014

© 2010-2014 Parks Associates. The data, analyses, and conclusions in this document belong to Parks Associates. Please cite Parks Associates when using any information from this document.
Research & Analysis on the Connected Consumer & Smart Home
During CES 2014, visit Parks Associates at Booth #21935 in South Hall 1

New research & interactive discussions on connected consumer technologies & systems

Parks Perspectives Analyst Blog

John Barrett, Director, Consumer Analytics
— International and U.S. Consumer Research, Consumer Analytics
www.parksassociates.com/staff/john-barrett

Yilan Jiang, Manager, Consumer Research
— International and U.S. Consumer Research, Consumer Analytics
www.parksassociates.com/staff/yilan-jiang

Jennifer Kent, Senior Analyst
— Digital Health, Mobile and Portable, App Ecosystem
www.parksassociates.com/staff/jennifer-kent

Tom Kerber, Director, Research, Home Controls & Energy
— Connected Home Systems and Services, Home Energy Management, Smart Home, Big Data, the Internet of Things
www.parksassociates.com/staff/tom-kerber

Barbara Kraus, Director of Research
— Connected CE and Platforms, Access & Entertainment, Digital Media
www.parksassociates.com/staff/barbara-kraus

Patrice Samuels, Research Analyst
— Digital Home Support Services, SMB Support and Services
www.parksassociates.com/staff/patrice-samuels

Brett Sappington, Director, Research
— Access & Entertainment, Digital Media, Digital Home Support Services
www.parksassociates.com/staff/brett-sappington

Harry Wang, Director, Health & Mobile Product Research
— Digital Health, Mobile and Portable, International & U.S. Consumer Research
www.parksassociates.com/staff/harry-wang

Heather Way, Senior Analyst
— Advertising, Mobile and Portable, App Ecosystem
www.parksassociates.com/staff/heather-way

Smart Home and Energy
• 26% of U.S. broadband households planned to purchase a smart thermostat during the 2013 holiday season.
• In 2017, more than 11 million U.S. broadband households will have some type of smart home controller.
• Nearly 60% of U.S. broadband households report interest in smart home solutions.
• Among U.S. broadband households, 56% would buy door/window sensors, 53% would buy door locks, and 44% would purchase lighting controls modules, provided they could control these devices using a PC, phone, or tablet.
• Nearly 50% of U.S. broadband households would prefer to have smart home equipment and services professionally installed.

Home Security
• 25% of U.S. broadband households have an electronic security system in use—of these, 65% (16 million) are monitored.
• Total revenues for U.S. residential security, including equipment and monitoring, will exceed $10 billion in 2014 and reach $13 billion by 2017.
• The U.S. has approximately 13,000 dealers who sell and install security systems; 86% of them now offer some smart home component options.

Digital Health & Fitness Devices
• 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 approach 14 million.
• By 2016, more than 32 million U.S. consumers will actively track personal health and fitness online or via mobile.
• U.S. unit sales of networked medical devices will exceed 14 million units by 2018.

Mobile Data and Services
• Over 40 million U.S. consumers (20% of all smartphone users) used at least one mobile proximity or mobile e-commerce wallet in 2013. Usage will increase to nearly 113 million (43% of all smartphone users) by 2017.
• By 2017, global mobile data consumption will increase to 11.2 exabytes per month—a 13-fold increase over 2012 levels and at a compounded annual growth rate (CAGR) of 66%.

App Ecosystem
• The number of free app downloads will exceed 8.9 billion in 2014 and increase to over 12.8 billion by 2018.
• North American consumers will conduct approximately 7.8 billion in-app purchases (IAPs) in 2014.

Media Contact
Contact Holly Sprague to request an interview with Parks Associates analysts or to inquire about specific research data.
720.987.6614 | hsprage@gmail.com | Twitter ID: @hollywsprague

Contact Us
Blog: www.parksperspectives.com Website: www.parksassociates.com
Phone: 972.490.1113 Twitter: @ParksAssociates; @CONN_Summit
Newsletters: www.parksassociates.com/newsletter CES Booth #21935 in South Hall 1

© Parks Associates. All data, analyses, and conclusions in this document belong to Parks Associates. Please cite Parks Associates when using any information from this document.