SYNOPSIS

Understanding consumer perspectives on use of data, privacy, and security is essential as new business models that are based on data analytics are being tested in the market. 360 View: Residential Security & Smart Home quantifies major trends in the market, including analysis of competition, self-installation, and adoption of interactive services and home controls.

ANALYST INSIGHT

“The security industry is the leading channel for smart home services, but competition from network operators and retailers is strong. This research quantifies major trends in the market including analysis of competition, self-installation, and adoption of interactive services and home controls.”

— Tom Kerber, Director, IoT Strategy, Parks Associates

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