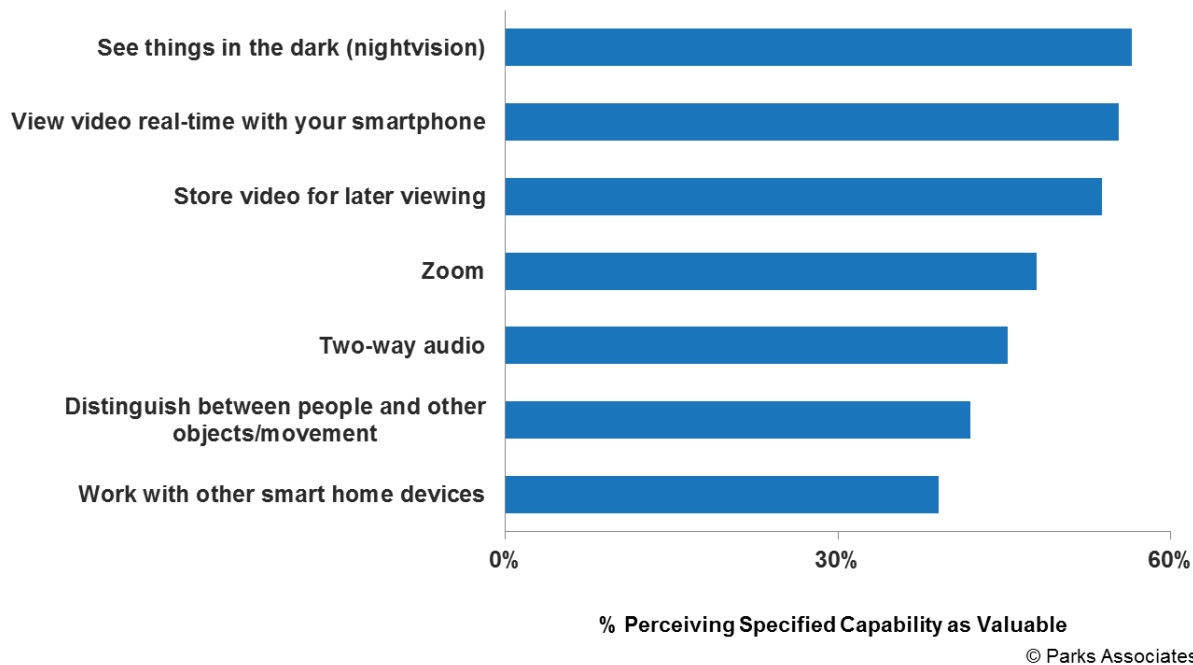


Perceived Valuable Networked Camera Capabilities

Networked Camera Intenders in U.S. Broadband Households



Consumer Analytics Team

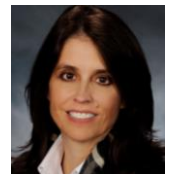


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Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market.

Networked Cameras Market Assessment addresses the following major questions.

- 1) How big is the U.S. market for networked cameras currently, and how will it grow over the next five years?
- 2) What is driving market growth? What barriers exist to growth?
- 3) Who are the key players and what are their defining characteristics?
- 4) What features and factors influence consumers' purchasing decisions?
- 5) What are the key elements impacting the user experience?
- 6) What is the appeal of new purchase models, including incentives for purchase and a hardware-as-a-service model?

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