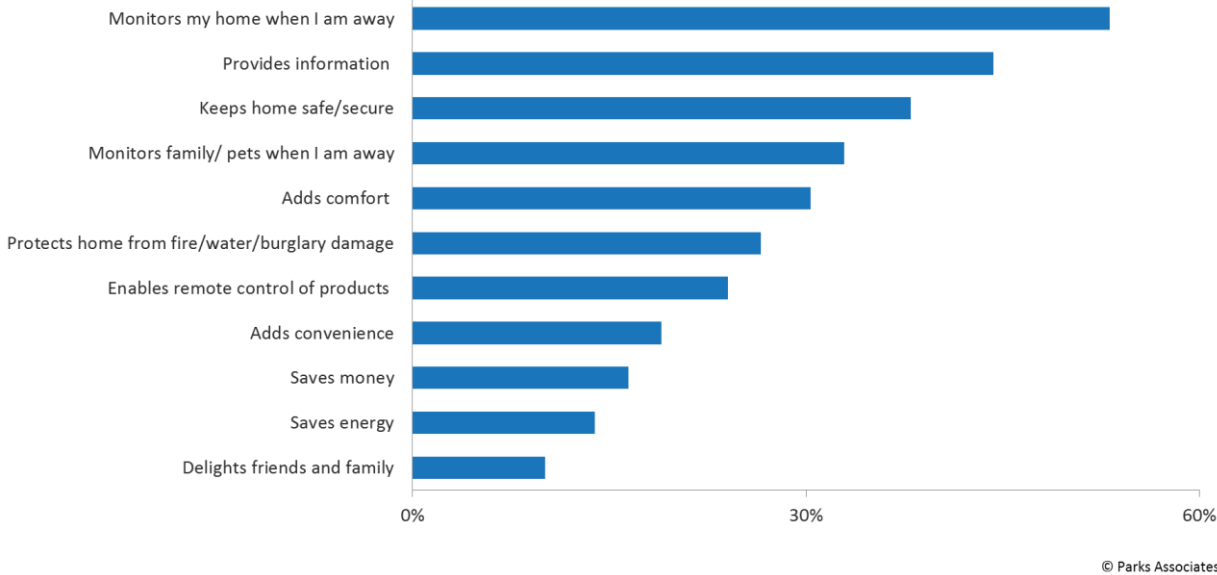


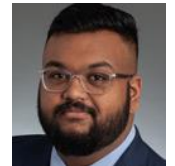
Benefits Influencing Networked Camera Purchases



Consumer Analytics Team



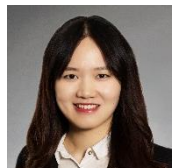
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Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market. Parks Associates analysts identify key market drivers and barriers and assesses market growth via topline market forecasts. This research includes consumer data for each product, including trending data across years and deep dive questions on product usage, pain points, and preferences.

Networked Cameras Market Assessment addresses the following major questions.

- 1) How big is the networked camera market in the U.S. currently and what is the market's projected growth over the next 5 years?
- 2) What is driving market growth? What barriers exist to growth?
- 3) Who are the key players and what does the video doorbell landscape look like?
- 4) What features and factors influence consumers' purchasing decisions?
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Appendix

ATTRIBUTION

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