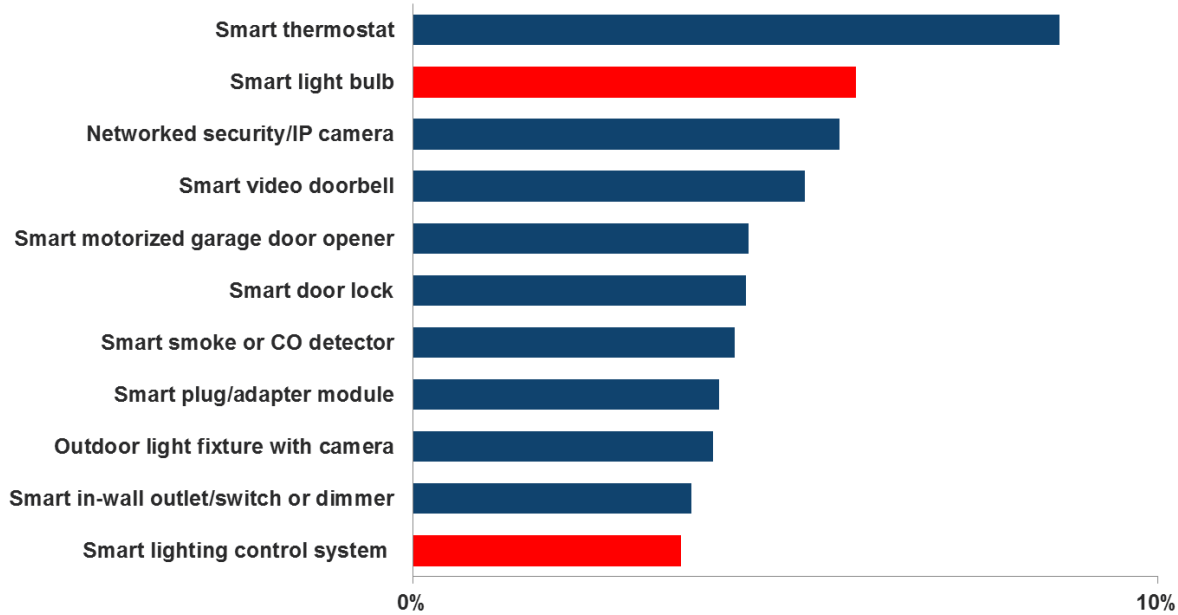


## Smart Home Device Purchases

U.S. Broadband Households



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### Consumer Analytics Team

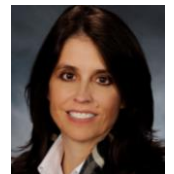


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**Smart Lighting Market Assessments** provide a comprehensive and deep analysis of a single smart product market.

**Smart Lighting Market Assessment** addresses the following major questions.

- 1) How big is the U.S. market for smart lighting, and how is it going to 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?

**Number of Slides: 60+**

## PRELIMINARY CONTENTS

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- Market Insights
- Market Findings and Key Impacts

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- U.S. Forecast – Smart Lights (2017 – 2022), Annual Sales Revenue at End-user Value (\$M)

### Smart Light Market Context: Familiarity, Ownership, Purchases, Intentions

- Familiarity, value and affordability of SH devices (Q4/17)
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## Appendix

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