

SMART ENERGY SUMMIT

engaging the consumer



FEB 16-18 2015

AUSTIN TX

FOUR SEASONS HOTEL

SES2015.com

RESEARCH & ANALYSIS ON IoT AND THE EVOLVING SMART HOME

—New Energy Solutions, Connected Appliances, & Security—

EXECUTIVE & ANALYST INTERVIEWS: CONTACT **Holly Sprague**
HSPRAGUE@GMAIL.COM

@hollywsprague
720.987.6614

@SmartEnergySmt
#SES2015

KEYNOTES

FEB 17—10:00 AM



"Love Your Power"

Sicily Dickenson, Senior Vice President and Chief Marketing Officer, NRG Energy

FEB 17 **FIRESEAT CHAT** 2:45 PM



"Building Energy Management Offerings through Smart Devices and Services"

Dan Lieberman, Head of Research & Standards, SmartThings

Stuart Lombard, President & CEO, ecobee Inc.

FEB 18—9:45 AM

SUNPOWER

"Smart, Personal, Energy"

Ivo Steklac, Vice President and General Manager, Residential & Commercial Energy Solutions, SunPower Corp.

PARKS ASSOCIATES

RESEARCH HIGHLIGHTS

IoT and the Smart Home

Cite Parks Associates when using any information from this document.

10% of U.S. broadband households have a smart energy device (a programmable thermostat, light bulb, power strip, outlet, or plug adapter capable of connecting to the Internet).

16% of U.S. broadband households own a smart home device. 30-40% of smart energy device owners use their devices daily, including 35% of smart thermostat owners.

Roughly 10% of those buying smart energy devices are upgrading from an existing device that still functions.

One-third of broadband households plan to purchase a smart home device over the next 12 months.

Big Data

25% of consumers have privacy and security concerns about having smart energy devices connected to the Internet, increasing to nearly 50% among those who already own smart energy devices.

73% of U.S. broadband households cite concerns about their private information stolen by hackers as one of their top concerns about smart home devices.

A comprehensive smart home bill of rights would alleviate concerns for nearly 40% of households.

40% of consumers are willing to share data from smart energy devices in order to identify and resolve problems.

Energy Efficiency & Value-added Services

33% of U.S. broadband households are interested in bundling HVAC maintenance services with their electricity services. Twenty-seven percent would bundle Internet and electricity services.

Nearly 85% of U.S. broadband households have taken some action to reduce their energy usage or costs in the past 12 months. These actions include replacing standard light bulbs with CFLs or LEDs.

Roughly 25% of U.S. broadband households find one of the value-added monitoring services to be "very appealing," including energy, HVAC, or appliance monitoring.

One-half of broadband households have some kind of value-added service for their home, including 20% with an extended appliance warranty and 12% with a service contract for their HVAC system.

Interoperability

27% of smart home equipment owners first purchased a kit with multiple devices.

Over 50% of all smart energy device owners report interoperability is "very important." That include 60% of all smart lighting owners.

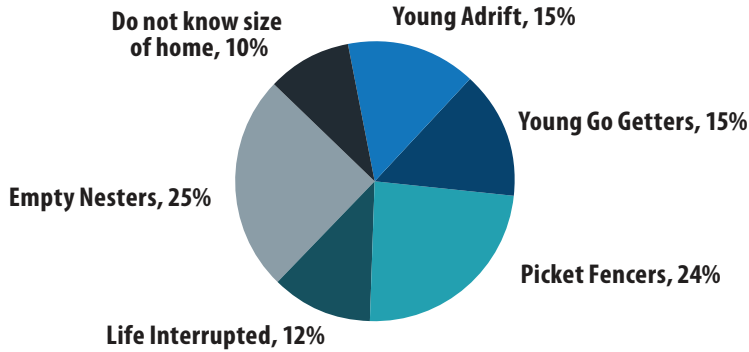
Nearly 70% of U.S. broadband households would pay \$2.99 per month for a bundle of smart energy services. Consumers in general are highly receptive to energy management as a service.

www.parksassociates.com

New research & interactive discussions on business strategies and new energy services

Smart Home Consumer Segments

U.S. Broadband Households



© Parks Associates

FREE RESOURCES

Whitepapers

The Connected Consumer: Top Trends in IoT

Key Competitive Elements for Smart Home Service Providers

parksassociates.com/whitepapers

Newsletters

Sign up for the Smart Energy Insights newsletter & more at www.parksassociates.com/newsletter

Industry Webcasts—NO FEES

“The Impact of IoT on Energy Efficiency in the Home”

Thursday, FEB 26th 11 A.M. CT (9 a.m. PT)

Sponsored by WeatherBug Home **REGISTER**
parksassociates.com/iot-energy-efficiency

“IoT & The Smart Home Ecosystem: Mass Market Adoption”

Tuesday, MAR 24th 11 A.M. CT (9 a.m. PT)

Sponsored by ULE Alliance **REGISTER**
parksassociates.com//ule-iot-2015

PARKS PERSPECTIVES

PARKS PERSPECTIVES

Follow Parks Associates Energy Team and

other Analysts on the analyst blog: www.parksperspectives.com

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

JOHN BARRETT

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

MAIA HINKLE

Research Analyst
Connected Home Systems and Services, Home Energy Management, Smart Home, Big Data, the Internet of Things
www.parksassociates.com/staff/maia-hinkle

Parks Associates’ 2015 EVENTS



CONNECTIONS™: The Premier Connected Home Conference

May 19-21, 2015
San Francisco, CA

CONNECTIONSUS.com



Connected Health Summit: Engaging Consumers

SEPT 9-10, 2015 | San Diego, CA

ConnectedHealthSummit.com



CONNECTIONS™ Europe

NOV 10-11, 2015 | Amsterdam

CONNECTIONSEurope.com

Media Contact

Contact Holly Sprague to request an interview with Parks Associates analysts or to inquire about specific research data.
720.987.6614 | hsprague@gmail.com
Twitter: [@hollywsprague](https://twitter.com/hollywsprague)

Contact Us

www.parksassociates.com | 972.490.1113
Blog: www.parksperspectives.com
Twitter: [@ParksAssociates](https://twitter.com/ParksAssociates); [@SmartEnergySmt](https://twitter.com/SmartEnergySmt)