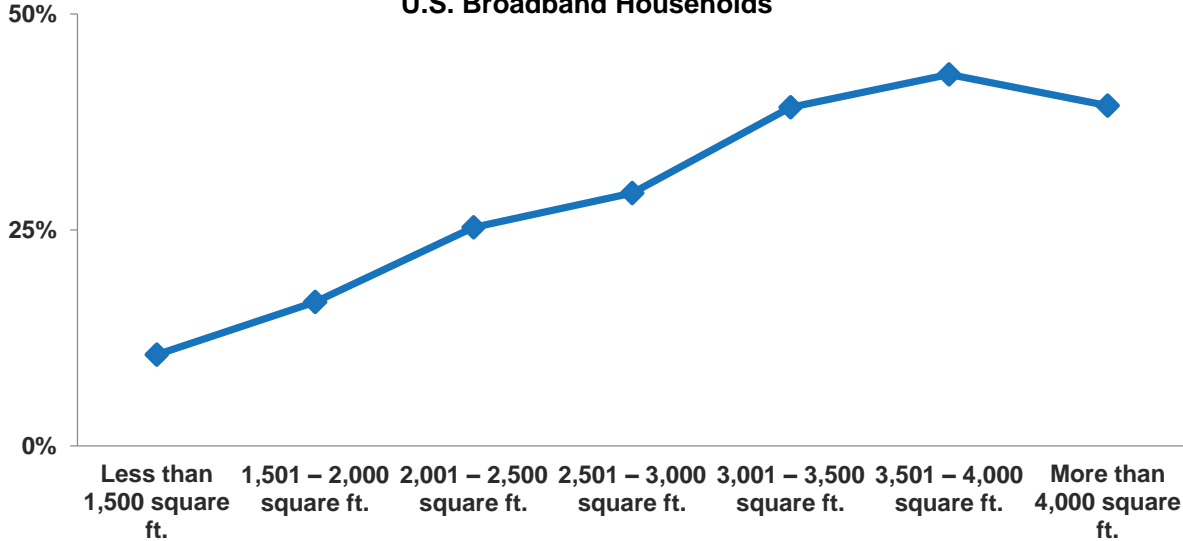


Adoption of Video Monitoring Cameras by Home Size

U.S. Broadband Households



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SYNOPSIS

This **360 View Update** provides an overview of the market for IP/networked cameras, tracks their rising popularity, and uncovers the trends driving growth in this product category. It profiles current owners and their video storage abilities as well as consumers planning to buy an IP camera in order to identify the target households for this market and which features and use cases are resonating. It lists the top brands and analyzes the role of security and retail channels in driving product sales and future intentions. The research also features concept testing to determine the most desirable networked security camera based on the presence of specified attributes.

ANALYST INSIGHT

“Increased consumer awareness and interest in networked security cameras owes much to price and product improvements, smartphones, and security providers, which offer smart home adjacencies such as IP cameras with their core offerings. These providers report that IP cameras are the most sought-after option for a householder acquiring a security system.”

— Brad Russell, *Research Analyst*, Parks Associates

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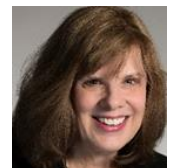


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Number of Slides: 69



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