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SYNOPSIS

Technology Enthusiasts & Adopters of Energy Management provides analysis and profiles of consumers who rate security and energy services highly appealing. It estimates the market size for security and energy services and evaluates the service combinations to maximize market potential. The research examines product ownership, activity, and demographic profiles to target the addressable market and describes messaging that encompasses shared attitudes among targeted households.

ANALYST INSIGHT

“The market for home energy management services is expanding; broadband security service providers are adding energy management capabilities to their existing platforms. The optimal bundle includes both energy and security services. Winners in this market will provide services that have broad appeal.”

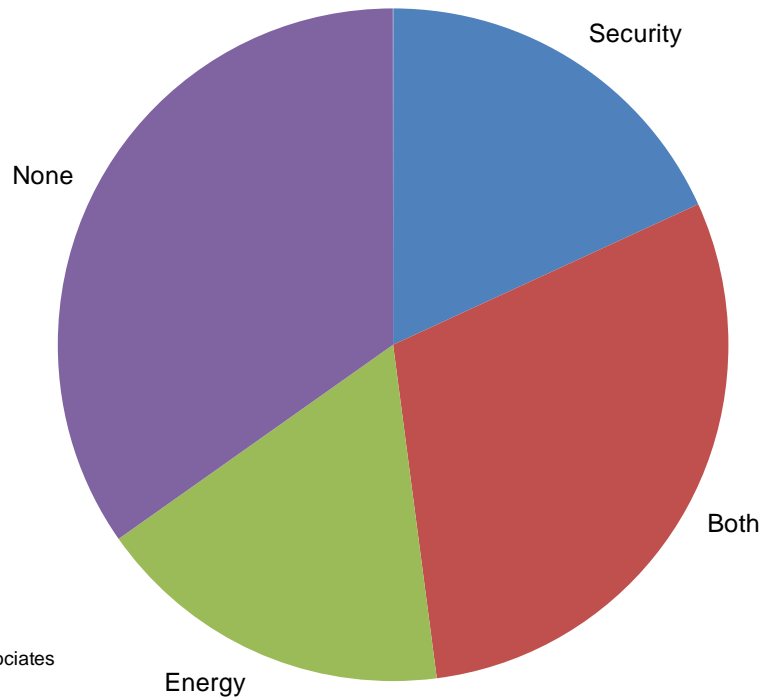
— **Melissa Duchin**, *Research Analyst, Parks Associates*

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- Overview of Segmentation
- Security Service Value Proposition Descriptions
- Energy Service Value Proposition Descriptions
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Appeal of Specified Services

(U.S. Broadband Households)



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