

# Industry Report

## Global Connected Living Outlook 2017: Building on the IoT

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2017



**PARKS**  
ASSOCIATES

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<p><b>Synopsis</b></p>	<p><b>Smart Home-Connected Entertainment Crossover</b></p>												
<p>This report provides a big-picture assessment of the markets serving consumers' connected lifestyle. It evaluates trends in service categories, including broadband, television, digital content, residential security, and connected health and wellness, as well as connected home product categories, including home networks, smart home devices, and connected consumer electronics. It includes five-year forecasts for select product categories..</p>	<p><b>Appeal of Smart Home Feature Integration on Home Entertainment Systems</b> U.S. Smart Home Device Owners and Purchase Intenders</p> <table border="1"> <caption>Appeal of Smart Home Feature Integration on Home Entertainment Systems</caption> <thead> <tr> <th>Feature</th> <th>Very appealing (Rating 6-7)</th> <th>Appealing (Rating 5)</th> </tr> </thead> <tbody> <tr> <td>Have safety and security alerts pop up on your TV</td> <td>~55%</td> <td>~25%</td> </tr> <tr> <td>View video from cameras in and around your home on the TV</td> <td>~50%</td> <td>~25%</td> </tr> <tr> <td>Store video from cameras in and around your home on your DVR</td> <td>~35%</td> <td>~25%</td> </tr> </tbody> </table> <p>© Parks Associates</p>	Feature	Very appealing (Rating 6-7)	Appealing (Rating 5)	Have safety and security alerts pop up on your TV	~55%	~25%	View video from cameras in and around your home on the TV	~50%	~25%	Store video from cameras in and around your home on your DVR	~35%	~25%
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<p><b>Publish Date:</b> 2Q 17</p>	<p>“After years of broadband and wireless technology diffusing into and throughout the home, consumers are reaching an inflection point in how they communicate, access information, and control their homes. The groundwork for the consumer IoT – networked products that are connected to the Internet and have an accompanying virtual object in the cloud - is in place,” said Dina Abdelrazik, Research Analyst.</p>												
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List of Companies	
Airbnb	Interlogix
Alarm.com	Microsoft
Alexa	Microsoft Cortana
Alliance	MiOS
Amazon	Nest
Apple	Netflix
AT&T	Nintendo
August	Nissan
DIRECTV	Panasonic
DISH Networks	Qolsys
Ecobee	ROC-Connect
Facebook	Roku
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800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax	© May 2017 Parks Associates Dallas, Texas 75248
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