

New research & interactive discussions on connected consumer technologies & systems

PR CONTACT

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Parks Associates Research

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Smartphones

- There will be over 200 million smartphone users in the U.S. by year-end 2013. Smartphone ownership in North America will top 300 million by year-end 2016.
- Smartphone ownership reached 66% of U.S. broadband households as of 1Q 2013.

Smart TVs

- 26% of U.S. broadband households own a smart TV and 46% own at least one set-top box.
- 63% of smart TV owners connect the set to the Internet, and 79% of these owners use the TV to watch premium online video on a monthly basis.
- By 2017, 53% of U.S. broadband households will have a smart TV.

Tablets

- 48% of U.S. broadband households now own a tablet, up from 41% at the end of 2012 and 15% in 2011; 66% of U.S. broadband households will have a tablet by the end of 2013.
- Tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app. Tablet owners also show a greater tendency than smartphone users to make in-app purchases; more than 20% have upgraded from a free to a paid version of an app.
- 24% of tablet owners in U.S. broadband households watch six or more hours of premium online video (TV shows and movies) on the device each week. 10% watch more than 10 hours per week.
- 44% of tablet owners in U.S. broadband households report their video usage on the device increased over the past year.



CONNECTIONS™ at CTIA 2013

The 17th annual CONNECTIONS™: The Premier Connected Home Conference, hosted by international research firm Parks Associates and co-located with CTIA 2013, focuses on innovative solutions for the connected consumer.

All CONNECTIONS™ sessions are in the Murano Rooms, Third Floor, the Venetian Hotel.

Keynotes

“Realizing the Connected Life...into a new world of potential”

May 20 | 10:15 a.m. - Murano, Rooms 3203/3303

Kevin Petersen, President, AT&T Digital Life, Inc.



“Emerging Markets for IP Home Management”

May 21 | 12:15 p.m. - Murano, Rooms 3205/3305

Tricia Parks, CEO, Parks Associates



“Adding Value to the Device Ecosystem through Content & Services”

May 21 | 1:30 p.m. - Murano, Rooms 3203/3303

Jonathan Kim, VP, Content & Services, Samsung Media Solutions Center (MSCA), Samsung



“Thoughts from the Dream Factory: Opportunities and Issues with High-Value Entertainment Content on Mobile Devices”

May 22 | 2:30 p.m. - Murano, Rooms 3203/3303

John Penney, EVP, Strategy, Business Development, & Worldwide Distribution, Starz



Special Sessions - Analyst Perspectives: Open to All CTIA Attendees

Big Data and Analytics: Analyst Perspectives

May 21, 8:30 a.m. - Murano, Rooms 3203/3303

Tom Kerber, Director, Research, Home Controls and Energy, Parks Associates

The Changing Connected CE Environment

May 22, 8:30 a.m. - Murano, Rooms 3203/3303

Brett Sappington, Director, Research, Parks Associates

Conference Sessions

Monday, May 20 - Cloud, Apps & Big Data Surround the Connected Home

10:30 a.m. Impact of Mobility on the Connected Home

10:45 a.m. Evolution of the App Ecosystem

1:30 p.m. Leveraging Big Data for the Home into Profitable Offerings

3:00 p.m. SPLIT SESSIONS: Connected Devices, the Personal Cloud, & Digital Health

4:00 p.m. SPLIT SESSIONS: Consumer M2M, Content Delivery, & Second-screen Experiences

Providing market intelligence and consumer research for more than 25 years

Location-based Solutions

- Nearly 20% of U.S. caregivers living in broadband households are very willing to pay for a location-tracking service.
- Smartphone owners consistently rank mapping and navigation apps among their top-five apps. Among smartphone owners:
 - 36% use a mapping or navigation app at least once a month.
 - 49% use an app to check local weather.
 - 21% use a barcode-scanning app to compare prices at local and online retailers.
 - 18% use an app to check local gas prices at least once a month.
 - 10% use a location-based app to find friends and unlock deals.

Connected Cars:

- 32% of car owners in U.S. broadband households have some kind of in-vehicle connectivity. The most common capability is the ability to make phone calls using the car's built-in Bluetooth capabilities.
- 16% of U.S. broadband households own a vehicle with a built-in display, which allows them to access navigation, emergency services, vehicle diagnostics, and infotainment apps.
- Over one-third of U.S. broadband households with a built-in vehicle display can access music apps and one in four can access news apps.

Mobility and Video

- 22% of U.S. broadband consumers check or update their social network on a smartphone or tablet while watching TV.
- The number of people in North America who watch video on mobile devices (smartphone or tablet) at least weekly will increase from 63 million in 2012 to 173 million in 2017.
- Consumers will increase their weekly mobile video and TV viewing by 175% from 2012 to 2017.

Apps and Consumer Spending

- Smartphone app users currently spend, on average, over \$4 on apps in a 30-day period, up from \$2.46 last year.
- 30% of tablet app users and 20% of smartphone app user have upgraded a freemium app to a paid version.



Tuesday, May 21 – Building the Experience: Evolutionary Steps to Interoperability

- 11:00 a.m. Mobile Devices and Apps Extending Usage in the Digital Home
- 11:15 a.m. Integrating Connected Home Platforms with Connected Devices
- 2:00 p.m. SPLIT SESSIONS: Mobile Payment, Connected Home Interoperability, and the Smart TV
- 3:30 p.m. SPLIT SESSIONS: Connected Home Channels, Video on Mobile Devices, and Consumer Tech Support

Wednesday, May 22 – Leveraging Connected and Mobile Devices for Content and Controls

- 11:00 a.m. Growth of Connected Devices, Services, and Support
- 11:15 a.m. Extending the Customer Relationship through Tech Support
- 1:15 p.m. The Price of Victory: The future for Video Services
- 3:15 p.m. SPLIT SESSIONS: Content Search and Discovery and Home Management Value-added Services
- 4:15 p.m. Future Technologies & Solutions: Investment Perspectives

Upcoming Events

CONNECTIONS™ Europe

November 12-13, 2013 | Mövenpick Hotel, Amsterdam
An expert executive summit featuring the latest consumer research on digital living technologies around the world. connectionseurope.com



CONNECTIONS™ Summit at CES

January 2014 | Las Vegas, Nevada, at 2014 International CES
Sessions on trends, emerging business models and technologies, and growth opportunities for companies developing products and services for the digital home. connectionssummit.com



Smart Energy Summit: Engaging the Consumer

February 2014 | Austin, Texas
Consumer and industry research and strategic insight on the emerging in-home energy management technology market. smartenergysummit2014.com



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