


The Premier Connected Home Conference

RESEARCH & ANALYSIS ON CONSUMER SOLUTIONS —Connected Entertainment, the Smart Home, & IoT—

EXECUTIVE & ANALYST
INTERVIEWS:

CONTACT **Holly Sprague**
HSPRAGUE@GMAIL.COM

 @hollywsprague
720.987.6614

KEYNOTES

MAY 19—10:45 AM



“Taking a Mobile-
First Approach to
the Smart Home”

MAY 19—2:15 PM



“IoT: Creating New
Solutions for the
Connected Home
Ecosystem”

MAY 20—10 AM



“Driving Adoption
of the Smart
Home”

MAY 20—5 PM



“A Smart Home Solution for
Every Segment”

FIRESIDE CHAT



MAY 21—9:45 AM



“Where the Jetsons
Went Wrong: A
Look Inside the
More Thoughtful
Home of the
Future”



RESEARCH HIGHLIGHTS

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Connected Entertainment

Cloud-DVR subscribers worldwide will exceed 4.6 million in 2015 and total 24 million by 2018.

57% of U.S. broadband households subscribe to an OTT video service.

U.S. broadband households watched an average of more than 36 hours of video per week in 2014, with Internet video accounting for 37% of that time.

Among Parks Associates' video-viewing consumer segments, Multiscreeners (16% of U.S. broadband households) are most likely to cut the cord.

Connected CE

The average U.S. broadband household owns approximately seven connected devices.

Nearly 50 million streaming media players will be sold worldwide in 2017.

Almost 25% of U.S. broadband households have security and privacy concerns related to usage of connected TV devices, such as smart TVs, gaming consoles, streaming media devices, Blu-ray players, and DVRs.

Mobile and Apps

App users regularly use nearly 8 apps on their smartphone and nearly 7 apps on their tablet.

The average smartphone app user spends 3.3 hours per week using social networking apps, 2.7 hours on gaming apps, and 2.6 hours on music apps.

14% of smartphone users and 26% of tablet users do not regularly use an app.

Digital Health

Roughly one-fifth of smartphone and tablet owners use a health app on a monthly basis.

9% of U.S. broadband households plan to buy a smart watch in the next 12 months.

60 million U.S. households will own at least one connected fitness tracker by the end of 2019.

Global revenues from connected fitness trackers will increase from over \$2 billion in 2014 to \$5.4 billion by 2019.

19% of smartphone owners and 20% of tablet owners find a master health app that aggregates all health data very appealing.

Smart Home

Over 50% of all smart home device owners consider interoperability as “very important” and the value increases with each device purchased.

37% of U.S. broadband households intend to buy one or more smart devices in 2015.

Approximately 10% of U.S. broadband households have a smart device with energy-related functions—including 8% with a smart thermostat and 6% with smart lighting.

47% of U.S. broadband households have privacy or security concerns about smart home devices.

Tech Support

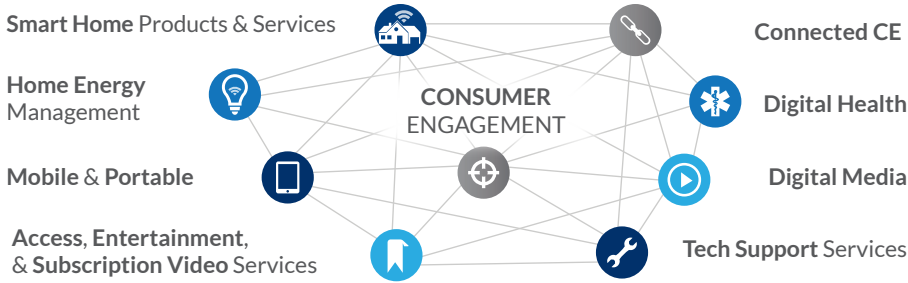
60% of U.S. broadband households set up their smart home devices on their own.

31% of owners of smart garage door openers and 26% of owners of smart smoke detectors have experienced technical problems.

Among smart home device owners, 56% are willing to pay \$9.99 per month for a tech support service.

Consumer research, industry perspectives, & expert discussions on the connected home

The Connected Home and IoT Ecosystem



FREE RESOURCES

Whitepapers

Digital Engagement of Energy Consumers

parksassociates.com/whitepapers/hem-engagement

The Connected Consumer: Top Trends in IoT

parksassociates.com/whitepapers/connected-consumer-iot-2015

The Connected Car: A Value Chain in Flux

parksassociates.com/whitepapers/connected-cars

Newsletters

Sign up for the CONNECTIONS™ Industry Insights newsletter and more: www.parksassociates.com/newsletter

Industry Webcasts

"Endless Flexibility and Experiences with Cloud DVR"



JUNE 4, 2015 | 1 P.M. CT (2 p.m. ET)

Sponsored by Cisco Systems **REGISTER** www.parksassociates.com/cloud-dvr

"Developing a Future-Proof IoT Strategy"

Sponsored by Ayla Networks **DOWNLOAD TODAY** www.parksassociates.com/iot-futureproof

"IoT & The Smart Home Ecosystem: Mass Market Adoption"

Sponsored by ULE Alliance **DOWNLOAD TODAY** www.parksassociates.com/ule-iot-2015

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Research Analyst

Connected CE & Platforms

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Director, Research

Connected Home Systems & Services; Energy Management

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Director, Research, Home Controls & Energy

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Digital Health; Mobile & Portable

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Director, Research Quality & Product Development

TEJAS MEHTA @tejasatparks
Research Analyst

Digital Home Support Services

PATRICE SAMUELS @PatriceatParks
Research Analyst

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

Contact Us

www.parksassociates.com | 972.490.1113

Blog: www.parksperspectives.com

Twitter: @ParksAssociates; @CONNECTIONS_US

Parks Associates' UPCOMING EVENTS



Connected Health Summit: Engaging Consumers

SEPT 9-10, 2015 | San Diego, CA

ConnectedHealthSummit.com



CONNECTIONS™ Europe

NOV 10-11, 2015 | Amsterdam

CONNECTIONSEurope.com



CONNECTIONS Summit at CES

JAN 6, 2016 | Las Vegas, NV

CONNECTIONSSummit.com