

CONNECTIONS SUMMIT

January 7, 2020
Las Vegas, NV

Smart Home Business Models and Strategies

#CONNSummit20
@CONN_Summit

Social Media Overview

HOSTED BY
PARKS
ASSOCIATES

CES | Consumer
Technology
Association®

Ongoing Promotion

We want to help promote your company throughout this year.

Please keep us posted about any announcements, press releases, or articles that we can support with our social media efforts:

Contact Us Today:



Mindi Sue Sternblitz-Rubenstein
Sr. Director of Marketing
Parks Associates
mindisue@parksassociates.com

407

TOTAL TWEETS [?]

Economic Value **\$4,038.31** [?]



1,379,830

Potential impacts [?]



867,027

Potential reach [?]



110

Contributors [?]



3.70

Tweets/contributor [?]



7,882.06

Followers/contributor [?]



221

Original tweets [?]



44

Original contributors [?]



5.02

Original tweets/contributors [?]

Economic Value

Economic value

\$4,038.31

The economic value of the hashtag or term analyzed is calculated after analyzing each one of the contributors (followers, following, list, etc.) and their tweets. This shows how much the hashtag is worth. To know more visit [this article](#).



\$24.9

AVERAGE USERS' VALUE ?



\$9.92

AVERAGE TWEETS' VALUE ?

Tweets by Contributor

3.7 tweets/contributor

Tweets	Contributors	% Total
1	66	60.00%
2	16	14.55%
3	8	7.27%
4	4	3.64%
5	1	0.91%
6	1	0.91%
6>	14	12.73%

Top Tweets

B **Bitdefender BOX** @Bitdefende... 5d
Our Director of Connected Home Security @razvantodor advocated for a safer future of IoT, at Connections Summit.
#CONNSummit20 #Bitdefender2020
2 20 135

Inspire @HelloInspire Jan 7
Our VP of Product, @RootChris, crushing it at #CONNSummit20
"At Inspire, we think about energy management differently. We start and end with the consumer who wants to fight climate change. For them, what matters most is that they feel empowered to make a real impact."
#CES2020



Dina Abdelrazik @DinaAtParks Jan 7
@bradrusselltech on home networks, #wifi #5G #mesh and delivering on a robust user experience as the number of connected devices in the home grows with @Cirrent @belkin @WiFiAlliance @CommScope @AirTies #CES2020 #CONNSummit20



Lindsay D. Gafford @LindsayAt... Jan 7
"You can't impress consumers with infrastructure." Successful companies are creating and delivering value that motivates consumers to actually *interact* with that brand says Daniel Moneta, CMO and EVP at @MMBNetworks. #CES2020 #CONNSummit20

nicole @nicolechirps Jan 7
On challenges of smart home security: "It's not necessarily consumer education that's going to fix it. We have the opportunity as technology providers to assure secure connected homes." -Lisa Spencer @Irdeto #CONNSummit20 #CES2020



Top Favorites

Bitdefender BOX @BitdefenderB... 5d
Our Director of Connected Home Security @razvantodor advocated for a safer future of IoT, at Connections Summit.
[#CONNSummit20](#) [#Bitdefender2020](#)
2 20 135

Inspire @HelloInspire Jan 7
Our VP of Product, @RootChris, crushing it at [#CONNSummit20](#)
"At Inspire, we think about energy management differently. We start and end with the consumer who wants to fight climate change. For them, what matters most is that they feel empowered to make a real impact."
[#CES2020](#)



Scott Harkins @HarksIoT Jan 7
Listening to "Disruption in Home Security" session at [#CONNSummit20](#) @ParksAssociates Interesting to hear [#DIY](#) companies talk about [#DIFM](#) & Pro [#DIFM](#) leaders discuss their [#DIY](#) solutions.
[@ArloSmartHome](#) [@ADT](#) [@ring](#) [@Google](#) [@SimpliSafe](#) [#weareresideo](#) [#CES2020](#)













Christopher Brereton @RootC... Jan 6
Honored to be included and repping heyinspire as a speaker at [#CES](#) this year at [#conns Summit20](#) - If you're here and excited to geek out on connected home or climate change, come hang out with us! @ Las Vegas, Nevada
[instagram.com/p/B7ADXrigblf/...](https://www.instagram.com/p/B7ADXrigblf/)

Christopher Brereton @RootC... Jan 7
Hey [#CES](#) friends! Did you know that ~50% of your homes energy is used by your heating/cooling systems? Come join me and some incredible humans today to chat about how we're creating energy efficient connected homes! [#conns Summit20](#) [#ClimateChange](#)













Scott Harkins @HarksIoT Jan 7
Somehow survived [#CES2020](#) Day 0. Honored to represent [@Resideo](#) at the [@OpenConnOrg](#) Breakthrough Innovation event. Heading to [#CONNSummit20](#) on Day 1! Today's theme [#standards](#) for the [#smarthome](#) [#weareresideo](#)

Most Mentioned Users

 @parksassociates Parks Associates	59	 @bitdefender Bitdefender	9
 @alarmdotcom Alarm.com	32	 @irdeto Irdeto	8
 @google Google	12	 @ring Ring	7
 @adt ADT	10	 @fsecure F-Secure	7
 @mmbnetworks MMB Networks	9	 @securedbyalula Alula	7































Most Retweeted Users

	@CONN_Summit CONNECTIONS Summit	24		@ParksAssociates Parks Associates	10
	@BitdefenderBOX Bitdefender BOX	20		@HelloInspire Inspire	10
	@LindsayAtParks Lindsay D. Gafford	17		@DinaAtParks Dina Abdelrazik	10
	@MinimSecure Minim	13		@MindiSue00 MindiSue00	9
	@aaronnorris Aaron Norris	10		@elizparks Elizabeth Parks	8































Top 10 Hashtags

Hashtags	Tweets
#connsummit20	301
#ces2020	229
#smarthome	137
#iot	90
#homesecurity	22
#datasecurity	18
#diy	18
#ai	15
#digitalhealth	14
#smartenergy	14

Contributor Rankings

MOST ACTIVE ?		Total tweets	RETWEETERS ?		Retweets	ORIGINAL TWEETS ?		tweets
	@CONN_Summit CONNECTIONS Summit	59		@elizparks Elizabeth Parks	29		@CONN_Summit CONNECTIONS Summit	40
	@elizparks Elizabeth Parks	48		@CONN_Summit CONNECTIONS Summit	19		@elizparks Elizabeth Parks	19
	@ParksAssociates Parks Associates	26		@aaronnorris Aaron Norris	8		@ParksAssociates Parks Associates	19
	@aaronnorris Aaron Norris	17		@MinimSecure Minim	7		@MindiSue00 MindiSue00	17
	@RayAtParks Ray Martin	17		@ParksAssociates Parks Associates	7		@RayAtParks Ray Martin	12
	@MindiSue00 MindiSue00	17		@MMBNetworks MMB Networks	6		@YilanJiang Yilan Jiang	12
	@MinimSecure Minim	12		@RayAtParks Ray Martin	5		@Parks_Marketing ParksAssociates Mktg	10
	@YilanJiang Yilan Jiang	12		@jhitchco Jeremy Hitchcock	4		@LindsayAtParks Lindsay D. Gafford	9
	@Parks_Marketing ParksAssociates Mktg	10		@nicolechirps nicole	4		@aaronnorris Aaron Norris	9
	@KHawkAtParks Kaitlin Hawkins	10		@Cirrent Cirrent	3		@KHawkAtParks Kaitlin Hawkins	9

Contributor Rankings (con't)

MOST POPULAR ?	Followers	HIGHEST IMPACT ?	Impacts	TOP PHOTOGRAPHERS ?	Photos
 @JimHarris Jim Harris #WEF20	281,058	 @JimHarris Jim Harris #WEF20	281,058	 @CONN_Summit CONNECTIONS Summit	29
 @Bitdefender Bitdefender	96,156	 @ParksAssociates Parks Associates	137,072	 @elizparks Elizabeth Parks	18
 @FSecure F-Secure	75,359	 @Bitdefender Bitdefender	96,156	 @MindiSue00 MindiSue00	12
 @VanRijmenam Dr Mark van Rijmena...	40,741	 @FSecure F-Secure	75,359	 @RayAtParks Ray Martin	10
 @UserExperienceU Karl A Smith	32,477	 @elizparks Elizabeth Parks	71,808	 @YilanJiang Yilan Jiang	10
 @CUJOAI CUJO AI	31,579	 @CommScope CommScope	68,016	 @aaronnorris Aaron Norris	9
 @sectest9 Security Testing	29,153	 @DailyDOOH DailyDOOH #ISE2020 ...	66,985	 @Parks_Marketing ParksAssociates Mktg	8
 @BitdefenderBOX Bitdefender BOX	29,029	 @CONN_Summit CONNECTIONS Summit	52,982	 @COatParks Chris O'Dell	7
 @ResideoPro Resideo Pro	28,684	 @VanRijmenam Dr Mark van Rijmena...	40,741	 @ParksAssociates Parks Associates	7
 @Craybo23 Lord Kraybo	17,656	 @UserExperienceU Karl A Smith	32,477	 @KHawkAtParks Kaitlin Hawkins	4

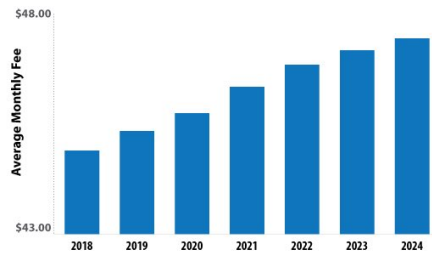
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Smart Home Business Models and Strategies

Women in Technology



Forecast of Average Monthly Fee for Professional Monitoring (\$)



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Smart Home Business Models and Strategies

35% of consumers report experiencing a data privacy or security issue in the past 12 months.

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Smart Home Business Models and Strategies

Attendee Demographics

CONNECTIONSSM Summit 2019 Registered Attendees

Industry	Percentage
Smart Home Devices/Service/Systems	13%
Consulting/Finance	9%
Energy/HVAC	9%
Home Security/Locks	8%
Press/PR/Marketing	6%
Software	6%
CE Hardware	5%
Cybersecurity/Tech Support	5%
Health Devices/Service/Insurance	4%
Broadband Service Providers	4%
Insurance	4%
Semiconductors	3%
Cable Networks/Digital Media/OTT Media	3%
Retailers/Distributors	3%
Network Infrastructure	3%
Web	3%
Real Estate/Builders	3%
Other	8%

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Networked Camera: Most Important Product Capabilities
US Broadband Households Planning to Buy a Networked Camera

Capability	Important (Rating 5)	Very Important (Rating 6-7)
Image quality	~25%	~75%
Night vision	~15%	~85%
Live streaming on smartphone	~10%	~90%
Person detection	~10%	~90%
Local storage of video	~10%	~90%
Vehicle detection	~10%	~90%
Object tracking	~10%	~90%

© Parks Associates



82% Use Wi-Fi at Home

Ownership of Home Networking Equipment (Q4/19)
Among US Broadband Households

Equipment	% Owning Product
Having at least one home networking product	82%
Home network router	75%
Wi-Fi network extender	~20%
Whole-home Wi-Fi mesh product	~10%

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Smart Home Business Models and Strategies

Distribution: Builders, Broadband, Security, Retail, and Insurance
Tuesday, Jan 7 4:15 PM Venetian - Level 4, Marcelllo 4406

Featuring:

MODERATOR

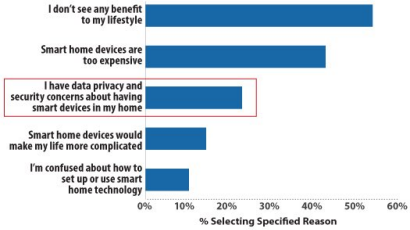
Dina Abdelrazik
Senior Analyst
Parks Associates

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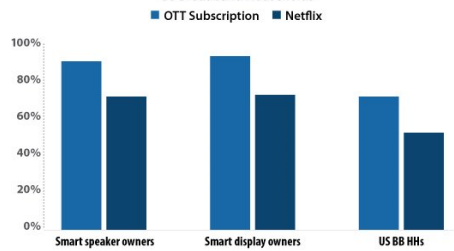
Smart Home Devices: Purchase Inhibitors

Among the 52% of US Broadband Households Not Owning and Not Intending to Buy Any Smart Home Device



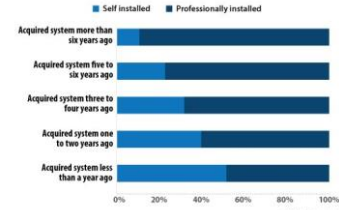
OTT Subscription by Smart Speaker and Smart Display Ownership (Q1/19)

US Broadband Households



Installation Method by Age of Home Security System

US Broadband Households with Home Security System



Smart Home Business Models and Strategies

31% of US broadband households consider 5G availability to be very important when choosing a new mobile service provider.

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Smart Energy Summit identifies new business models and technologies that provide opportunities to change the consumer relationship and drive engagement and participation in other sponsored programs. This executive conference identifies the impact of smart home solutions that leverage connected devices, energy management, utility services, and home control solutions on the sustainability of energy on the grid.

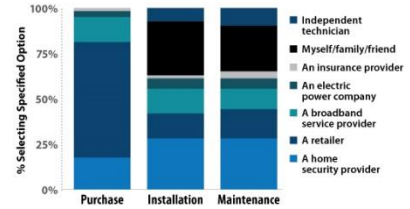
Event Focus: Technology Driving New Opportunities

Customer Engagement: Smart Home, Demand Response, and Behavior



Smart Thermostat: Most Appealing Purchase Location and Installation and Maintenance Options

Smart Thermostat Intenders in US Broadband Households



Smart Home Business Models and Strategies

Energy Management Solutions: Smart Home Crossover

Tuesday, Jan 7 2:00 PM Venetian - Level 4, Marcelllo 4406

Featuring: Constellation, Inspire, RACEPOINT, SPROSTY, STRATIS

Moderator: Chris O'Dell, Research Analyst, Parks Associates

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Smart Home Business Models and Strategies

51% of security system owners who acquired their security system in the past 12 months self-installed their system.

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Smart Home Business Models and Strategies

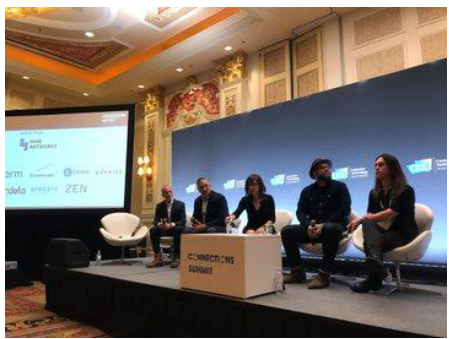
Installation and Support: Next-Gen Smart Home Services

Tuesday, Jan 7 3:15 PM Venetian - Level 4, Marcelllo 4406

Featuring: COMPASS, EVERISE, Fing, LevelUp, MINIM

Moderator: Patrice Samuels, Senior Analyst, Parks Associates

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Smart Home Business Models and Strategies

Mark Hung

VP Technology and Engineering

Wi-Fi Alliance

Home Networks: Wi-Fi, 5G and Mesh

January 7, 2020 Las Vegas, NV @CONN_Summit



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Smart Home Business Models and Strategies

Home Networks: Wi-Fi, 5G, and Mesh
 Tuesday, Jan 7 1:15 PM Venetian - Level 4, Marcelllo 4406

Featuring: **AirTies**, **belkin INTERNATIONAL**, **Cirrent**, **COMMSCOPE**, **WiFi Alliance**

MODERATOR
 Brad Russell
 Research Director, Connected Home
 Parks Associates

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Independent Living and Wellness: Smart Home Tech
 Tuesday, Jan 7 12:15 PM Venetian - Level 4, Marcelllo 4406

Featuring: **AARP SERVICES INC.**, **ALARM.COM**, **COMCAST**, **greatcall**, **UBER**

MODERATOR
 Lindsay Gafford
 Research Analyst
 Parks Associates

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What to Look For **FUTURE OF VIDEO**
Insights into OTT, Pay TV, and Digital Media

Churn is the new normal in OTT video

The OTT service buying spree is coming

2020 will (re)define expectations for success

Future Present Past

#FutureVideo19 © PARKS ASSOCIATES

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Vera Tzoneva
 Head of Assistant
 Distribution Partnerships
 Google
 @google

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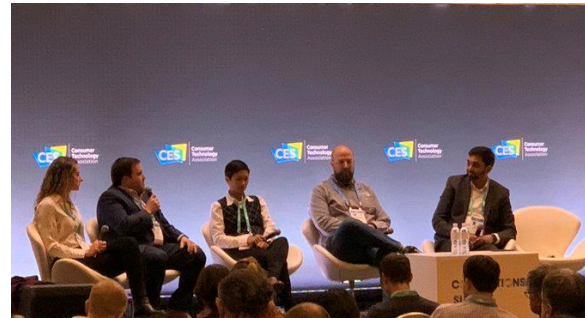


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Only 15% of US broadband households report using a telehealth service in the past 12 months, but the usage rate nearly doubled between 2017 and 2019.

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Smart Home Business Models and Strategies

Privacy and Security: Protecting Consumers

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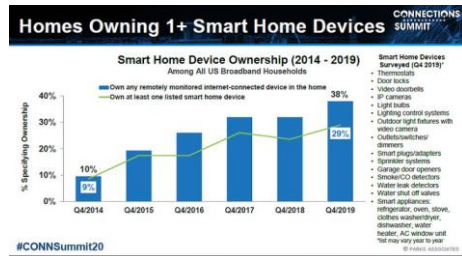
CES Consumer Technology Association

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Smart Home Business Models and Strategies

One in seven US broadband households plans to purchase a smart thermostat in the next 12 months, and more than one-third plan to self-install the device.

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Raya Sevilla
 SVP Product
 ADT
 @ADT

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Smart Home Business Models and Strategies

Reasons to Attend **MORE INFO**

- Engage and interact with qualified senior decision makers in the connected home marketplace
- Identify new technologies and partnerships driving mass-market consumer adoption of smart home products
- Gain insight on convergence and future of smart home, security, energy, connected health, and entertainment industries
- Gain insight on key topics including data security and privacy, interoperability, platform integration, big data, and support services
- Impact of tech giants, Google, Amazon, Apple, and Facebook on the smart home market, particularly within the DIY segment
- Expand understanding of the role of different IoT distribution channels: security, cable, telecom, utility, and retail

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Photos

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Smart Home Business Models and Strategies

Dave Mayne
Vice President of Product Management
Alula
Smart Home Platforms: Creating New Experiences



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Smart Home Business Models and Strategies

Peter Butler
General Manager
Trusource Labs
Installation and Support: Next Gen Home Services



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Meet the Speakers

- Derrick Dicoi, GM, Xfinity Home, Comcast Cable @comcast
- Anne Ferguson, VP, Marketing, Alarm.com @AlarmDotCom
- Amber Kappa, VP of Platform Partnerships & Business Development, Samsung SmartThings @smarthings
- Dave Mayne, VP, Product Management, Alula @SecurebyAlula
- Daniel Moneta, CMO & EVP Corporate Development, MMB Networks @MMBNetworks
- Brad Russell, Research Director, Connected Home, Parks Associates @bradrusselltech

MODERATOR

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James McPhail
CEO
Zen Ecosystems
Home Networks: Wi-Fi, 5G and Mesh

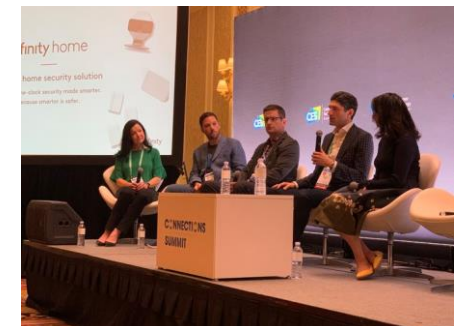
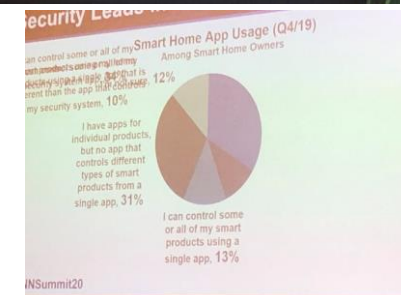


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Anne Ferguson
VP, Marketing
Alarm.com
@AlarmDotCom

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AmTrust Specialty Risk @AmTrustInsured
An AmTrust Financial Company

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Meet the Speakers

- Derrick Dicoi, GM, Xfinity Home, Comcast Cable @comcast
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- Dave Mayne, VP, Product Management, Alula @SecurebyAlula
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- Brad Russell, Research Director, Connected Home, Parks Associates @bradrusselltech

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Roel Peeters
Co-Founder and CEO
Roost Labs
Distribution: Builders, Broadband, Security, Retail, and Insurance



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Smart Home Business Models and Strategies

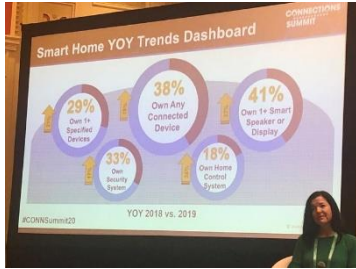
Edith Laird
Director of Product Management
CommScope
Home Networks: Wi-Fi, 5G and Mesh



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Photos

CONNECTIONS SUMMIT



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Smart Home Business Models and Strategies

CONNECTIONS™ Summit at CES is THE place to learn about the smart home and network with strategic decision makers in these growing markets. Learn more about sponsoring this event to stand out in the smart home and security industries at CES!

Smart Home Platforms: Creating New Experiences
 Privacy and Security: Protecting Consumers
 Disruption in Home Security: Smart Home Convergence
 Independent Living and Wellness: Smart Home Tech
 Home Networks: Wi-Fi, 5G, and Mesh
 Energy Management Solutions: Smart Home Crossover
 Installation and Support: Next-Gen Smart Home Services
 Distribution: Builders, Broadband, Security, Retail, and Insurance

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Smart Home Business Models and Strategies

Daniel Moneta
 CMO & EVP Corporate Development
 MMB Networks

Smart Home Platforms: Creating New Experiences

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Join Us at CES 2020
 Booth #42,452
 Las Vegas, NV
 JAN 7-10, 2020

MORE INFORMATION

Minim to speak at CONNECTIONS Summit at CES 2020

Installation and Support: Next-Gen Smart Home Services

January 7 | 2:00-4:00 PM | Venetian, Level 4, Mariposa Hall

Minim

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Smart Home Business Models and Strategies

Reception – January 7, 5:30 PM
 Sponsored by

ALARM.COM

Las Vegas, NV #CONNSummit20

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Smart Home Business Models and Strategies

Get Involved

Attend: www.connectionssummit.com
 Interested in Speaking?
 Mindi Sue Sternblitz-Rubenstein
mindi.sue@parksassociates.com
 Submit: www.parksassociates.com/cfp-summit

Interested in Sponsoring?
 Eli Lund
eli.lund@parksassociates.com

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Smart Home Business Models and Strategies

Moti Shkolnik
 Co-Founder & CEO
 FIREDOOME

Join me at the 'Privacy and Security: Protecting Consumers' panel

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Smart Home Business Models and Strategies

SPEAKERS

AARP, ADT, AirTies, ALARM.COM, alula, arlo, arm, belkin, Bitdefender, Cirtent, COMCAST, COMSCOPE, Constellation, CUJOAI, EVERISE, F-Secure, Fing, FIREDOOME, Google, greatcall, Hippo, Inspire, irdeto, Levelup, MINIM, MMB NETWORKS, RACEPOINT, ring, roost, SimpliSafe, SmartThings, SOMFY, SPROSTY NETWORK, STRATIS, UBER, WJFI, ZEN

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Patrizia Cozzoli
 Deputy CEO
 Fing Ltd

Installation and Support: Next Gen Home Services

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Smart Home Business Models and Strategies

Nicole Hayward
 Founder & CMO
 Minim

Installation and Support: Next Gen Home Services

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Smart Home Business Models and Strategies

I AM SPEAKING

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Smart Home Business Models and Strategies

Lisa Spencer
 Global Head of Marketing
 Irdeto

Privacy and Security: Protecting Consumers

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CONNECTIONS SUMMIT

Panel: Home Networks: Wi-Fi, 5G and Mesh

AirTies

7 January 2020
 LAS VEGAS, NV
 Venetian Hotel, Level 4

#CONNSummit20

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Speakers

[Marcio Avillez](#), SVP of Business Development, **CUJO AI**

[Rand Bailin](#), Partner, **Sprosty Network**

[Christopher Breton](#), VP of Product, **Inspire**

[Peter Butler](#), General Manager, **Everise**

[Naveen Chhangani](#), VP, Product and Services, **Arlo Technologies**

[Rob Conant](#), CEO, **Cirrent**

[Patrizia Cozzoli](#), Deputy CEO, **Fing Ltd**

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