360 VIEW

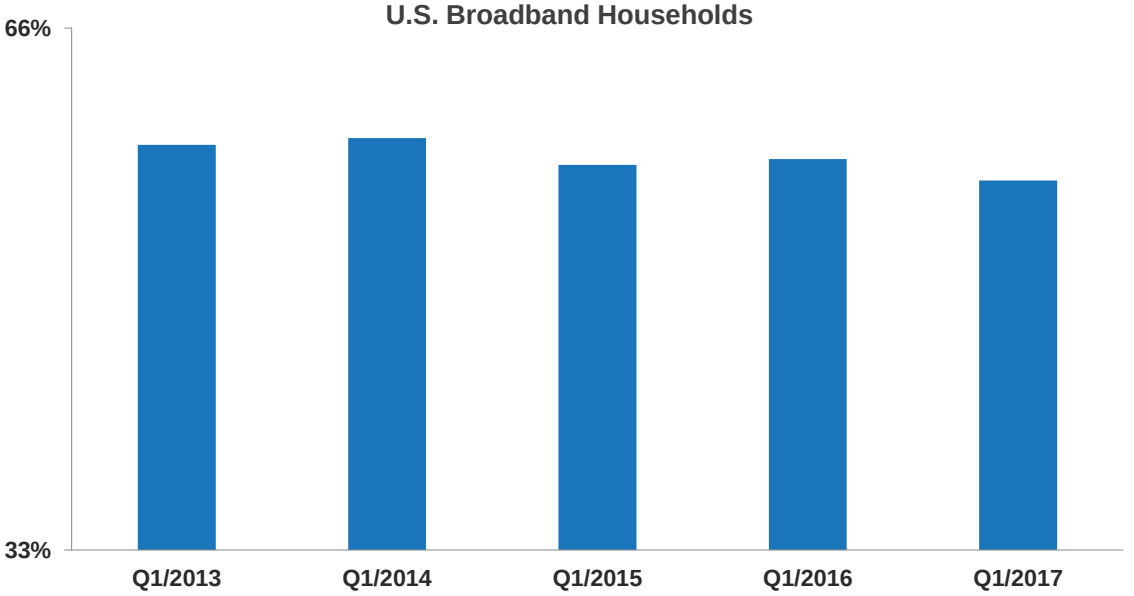
CE Adoption and Trends

SERVICE: CONNECTED CE AND PLATFORMS

2Q 2017

Intention to Purchase At Least One CE Device in Next 12 Months

U.S. Broadband Households



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SYNOPSIS

This consumer research study provides a comprehensive analysis of CE adoption and purchases, impact of new technologies, consumer segmentation, and market trends. Parks Associates completes the most in-depth surveying and analysis of U.S. home technology ownership and intentions available. This study will provide data and analysis from a survey of 10,000 broadband households being surveyed in *Q1 2017* as well as trending from surveys dating back to 2013. The volume of data gathered each quarter is significant. Beyond high-quality fielding and analysis, Parks Associates' role is to parse data into meaningful information that your company can use for quality decision making.

ANALYST INSIGHT

> "Fierce price competition in key connected CE categories is squeezing margin. Also, consumers are satisfied with many existing products that remain 'newish' and working well. Echo/Alexa is the product bringing excitement, and as a result, it is setting off a round of competitive entries and new options."
>
> — Tricia Parks, *CEO*, Parks Associates

Number of Slides: 100

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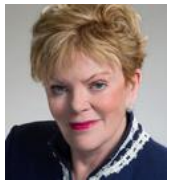

Tricia Parks, CEO

CONSUMER ANALYTICS

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Appendix

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Executive Editor: Jennifer Kent

Published by Parks Associates

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