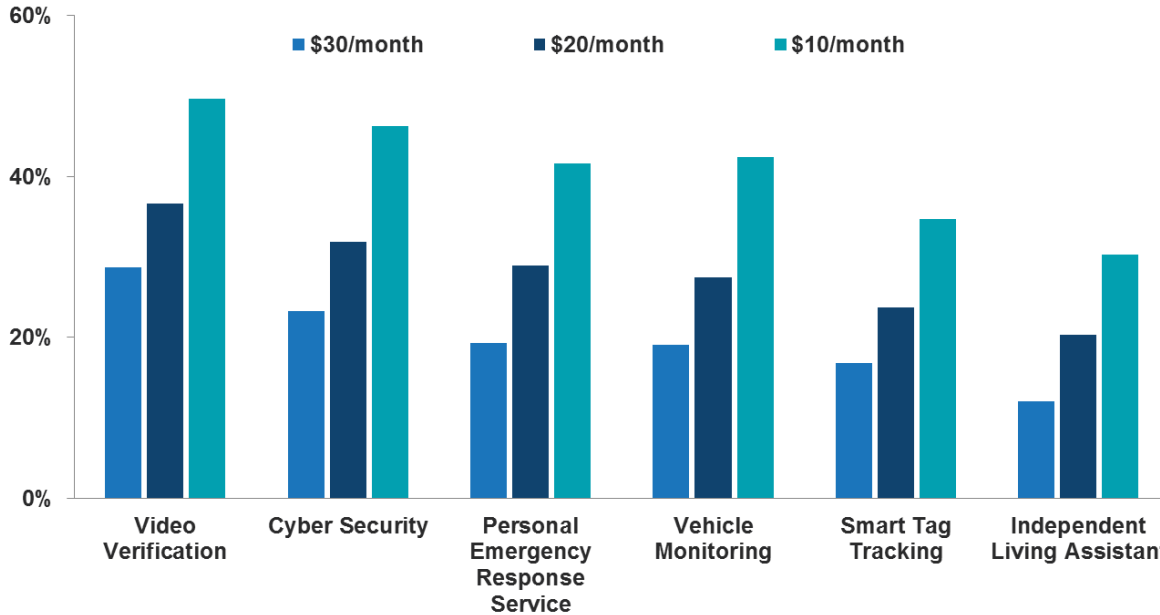


Willingness to Pay Monthly Fee for Home Security System Add-Ons

Home Security System Owners in U.S. Broadband Households



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SYNOPSIS

Interactive services, smart home products, and video storage services have been driving RMR growth over the past decade, but as self-installation and competition begin to drag down RMR growth, the industry is evaluating new opportunities to expand RMR. This research quantifies the residential security market and add-on services and new product and service opportunities.

ANALYST INSIGHT

“The integration of smart home products including lights, locks, and thermostats provides a significant opportunity for RMR growth going forward. The challenge with selling smart home products with security is the impact on upfront cost. This research evaluates consumer interest in financing add-on home control products.”

— Tom Kerber, *Director, IoT Strategy*, Parks Associates



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