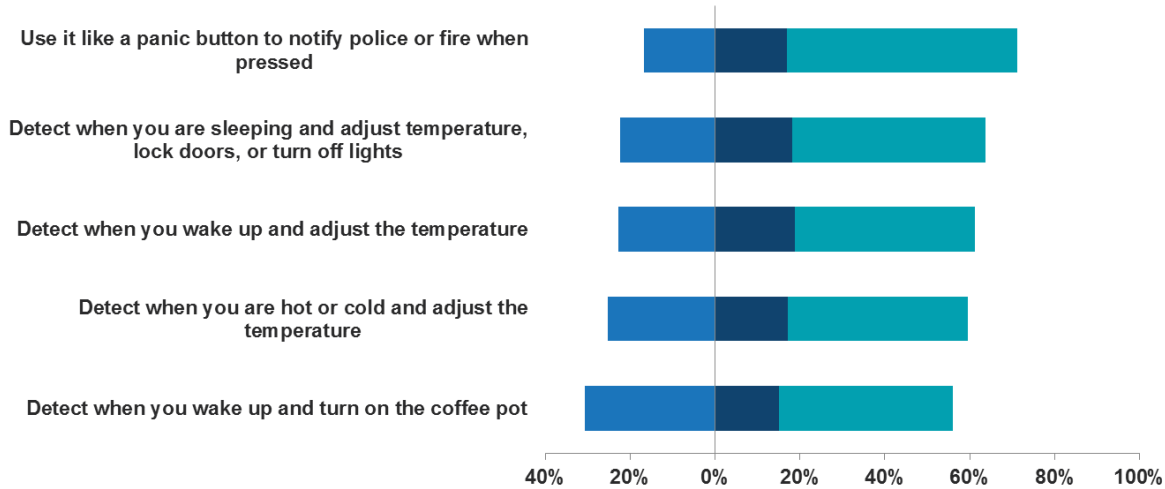


Appeal of Monitoring Features on Wearable Devices US Broadband Households Who are Smart Home Device Owners

■ Not appealing (Rating 1-3) ■ Appealing (Rating 5) ■ Highly appealing (Rating 6-7)



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SYNOPSIS

Data analytics, machine learning, and artificial intelligence are entering the home in smart products and services, creating value for both consumers and solution providers. Video storage services are a significant source of recurring revenue, and video analytics are drastically improving the user experience with video storage, event triggers, and viewing. Smart thermostats use analytics to understand household patterns and optimize room comfort and cost savings. Biometric data can be used to authenticate services and provide more personalized experiences. This research examines how consumers value product and service capabilities enabled by data and connectivity.

ANALYST INSIGHT

“AI technology, in various forms, directly impacts many facets of commercial and consumer life, including the smart home. AI can work seamlessly behind the scenes throughout the smart home by leveraging sensor-based predictive analytics to produce personalized recommendations, provide intelligent alerts, or deliver partially to fully automated actions.”

— Steve Nason, *Senior Analyst*, Parks Associates

Number of Slides: 63

Consumer Analytics Team



Yilan Jiang, Director

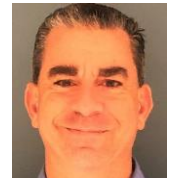


Keshav Jaiswal, Researcher



Pooja Kamble, Researcher

Industry Analysts



Steven Nason, Senior Analyst



Brad Russell, Research Director, Connected Home

CONTENTS

Consumer Analytics: Home Security Track

Key Questions Answered

Survey Methodology

Reading Parks Associates Charts

Executive Summary

- Industry Insight
- Key Findings and Market Impact

The Basics of Smart Home Devices

- Smart Home Device Ownership (2014 - 2018)
- Smart Home Device Ownership (2014 - 2019)
- Smart Energy & Misc. Device Ownership (2014 - 2019)
- Smart Safety & Security Device Ownership (2014 - 2019)

Security Analytics

- Appeal of Security Related Alerts (Q4/18)
- Demographic Breakdown Among Those Rating Security Alerts Highly Appealing (Q4/18)
- Housing Factor Breakdown Among Those Rating Security Alerts Highly Appealing (Q4/18)
- Highly Appealing Security Alerts Among Security System Owners (Q4/18)
- Highly Appealing Security Alert Features Among Professional Monitoring vs. Self Monitored HHs (Q4/18)
- Highly Appealing Security Alerts Among Smart Home Device Owners Who Recently Experienced Specified Life Event (Q4/18)

- Highly Appealing Security Alerts Among Networked Camera and Smart Video Door Bell Owners (Q4/18)

Health Analytics

- Appeal of Health Related Alerts (Q4/18)
- Demographic Breakdown Among Those Rating Health Alerts Highly Appealing (Q4/18)
- Housing Factor Breakdown Demographic Breakdown Among Those Rating Health Alerts Highly Appealing (Q4/18)
- Highly Appealing Health Alerts Among Professional Monitored vs. Self-monitored Households (Q4/18)

Wearable Analytics

- Appeal of Monitoring Features on Wearable Devices (Q4/18)
- Demographic Breakdown Among Those Rating Monitoring Features on Wearable Devices Highly Appealing (Q4/18)
- Housing Factor Breakdown Among Those Rating Monitoring Features on Wearable Devices Highly Appealing (Q4/18)
- Highly Appealing Monitoring Features of Wearable Devices Among Smart Home Device Owners Considering Smart Watch Valuable/Familiar/Affordable (Q4/18)
- Highly Appealing Monitoring Features on Wearable Devices Among Professional Monitored vs. Self-monitored HHs (Q4/18)
- Highly Appealing Monitoring Features on Wearable Devices Among Smart Lighting Device And Smart Thermostat Owners (Q4/18)
- Highly Appealing Monitoring Features for Wearable Devices Among Home Control System & Smart Home Device Owners (Q4/18)

Energy Analytics

- Appeal of Energy Management Solutions (Q4/18)
- Demographic Breakdown of Those Rating Energy Management Solutions Highly Appealing (Q4/18)
- Housing Factor Breakdown Among Those Rating Energy Management Solutions Highly Appealing (Q4/18)
- Highly Appealing Energy Management Solutions Among Smart Energy Device Owners (Q4/18)
- Highly Appealing Energy Management Solutions Among Those Who Think Being Green is Very Important (Q4/18)

Overall AI Use Case Appeal

- Top 10 Appealing Use Cases of Artificially Intelligent Home (Q4/18)
- TURF Analysis
- Optimal Artificially Intelligent Home Use Case Combinations (TURF Analysis)

Smart Home Device Intenders: AI Feature Importance

- Smart Lighting: Importance of Product Capabilities (Q4/18)
- Smart Thermostat: Importance of Product Capabilities (Q4/18)
- Networked Camera: Importance of Product Capabilities (Q4/18)
- Access Control Devices: Importance of Product Capabilities (Q4/18)
- Smart Speaker: Importance of Product Capabilities (Q4/18)

Home Automation Preferences

- Definitions for Degree of Automation
- Tier 1: Top 5 Home Automation Preferences (Q4/18)

- Tier 2: Middle 5 Home Automation Preferences (Q4/18)
- Tier 3: Bottom 7 Home Automation Preferences (Q4/18)

Appendix

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Keshav Jaiswal, Yilan Jiang, Pooja Kamble, Steve Nason, and Brad Russell
Executive Editor: Jennifer Kent

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