

By Brad Russell, Research Director, Connected Home, Parks Associates

Synopsis	Smart Home Device Control																						
<p>This report examines the importance of interoperability and provides an analysis of the communication stack, technologies, and ecosystems in the smart home industry. It provides an updated analysis on the role of interoperability in generating success for the smart home industry and how companies can stay competitive with differentiated products while still offering robust interoperability across all devices.</p>	<p style="text-align: center;"><b>Platforms Used to Control Smart Home Devices</b> Smart Home Owners in U.S. Broadband Households</p> <table border="1"> <caption>Platforms Used to Control Smart Home Devices</caption> <thead> <tr> <th>Platform</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Amazon Echo</td> <td>~35%</td> </tr> <tr> <td>Google Home</td> <td>~30%</td> </tr> <tr> <td>Works with Nest</td> <td>~28%</td> </tr> <tr> <td>Samsung SmartThings</td> <td>~22%</td> </tr> <tr> <td>Apple HomeKit</td> <td>~18%</td> </tr> <tr> <td>Wink</td> <td>~15%</td> </tr> <tr> <td>Stringify</td> <td>~12%</td> </tr> <tr> <td>IFTTT</td> <td>~10%</td> </tr> <tr> <td>Control4, Crestron, or Savant</td> <td>~8%</td> </tr> <tr> <td>None of the above</td> <td>45%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Platform	Percentage	Amazon Echo	~35%	Google Home	~30%	Works with Nest	~28%	Samsung SmartThings	~22%	Apple HomeKit	~18%	Wink	~15%	Stringify	~12%	IFTTT	~10%	Control4, Crestron, or Savant	~8%	None of the above	45%
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<p><b>Publish Date:</b> 2Q 18</p>	<p>“Consumers gravitate toward ease of use and understanding. The interoperability approaches that provide the greatest convenience, the biggest wow, and the widest flexibility at the lowest cost will win the user experience contest.” said Brad Russell, Research Director, Connected Home, Parks Associates.</p>																						
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