

CONNECTIONS™ Summit @ CES addresses key aspects of the connected home

CONNECTIONS™ Summit @ CES

January 7 | LVCC, North Hall, N264

9:15 a.m. - 5:30 p.m.

www.CONNECTIONSSummit.com

**9:15 a.m. Home Monitoring and Control:
Attracting New Subscribers**

Alarm.com, Amdocs, AT&T Digital Life, iControl Networks, Lowe's, Technicolor

**10:30 a.m. Consumer Tech Support: Advanced
Tools and Infrastructure**

Pie Digital, Quattro Global Services, Radialpoint, Support.com, Sutherland Global Services, Wipro Technologies

**12:00 p.m. The Internet of Things: Connected
Home Platforms and Devices**

Arrayent, ARRIS Group, Cisco, Hitachi, ZigBee Alliance, Z-Wave Alliance

1:15 p.m. Monetizing Second-screen Services

Fox Broadcasting, DISH, Samba TV, Samsung, SmartOTT | Wild TV, Zeebox USA

2:30 p.m. Evolution of the Smart TV

Cognitive Networks, ESPN, Gracenote, LG Electronics, Samsung

3:45 p.m. New Connected CE Business Models

Accedo, Delivery Agent, Qualcomm Atheros, Roku, Sling Media

A Networking Reception, sponsored by Lowe's, starts at 5:30 p.m.

**Parks Associates'
2014 Events**



**Smart Energy Summit: Engaging the
Consumer**

February 17-19, 2014 | Austin, Texas

www.ses2014.com

**CONNECTIONS™: The Premier Connected
Home Conference**

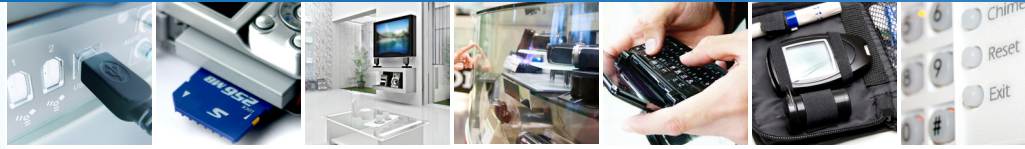
May 13-15, 2014 | San Francisco, California

www.CONNECTIONSUS.com

**NEW Connected Health Summit:
Engaging Consumers**

September 4-5, 2014 | San Diego, California

www.connectedhealthsummit.com



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Consumer Electronics

- Apple expanded its dominance in 2013 as the top brand among CE holiday shoppers. Apple topped Dell for the first time as the most popular brand among CE shoppers planning to buy a desktop.
- The most popular brands among shoppers planning to purchase a tablet in the 2013 holiday season: (1) Apple, (2) Amazon (Kindle), (3) Samsung, (4) Microsoft (Surface), (5) Acer.
- 36% of console shoppers planned to purchase a Sony gaming console and 27% planned to buy a Microsoft product in the 2013 holiday season.

Smartphones and Tablets

- Smartphone ownership in North America will top 300 million by year-end 2016.
- U.S. tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app.
- Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases.
- 18% of smartphone owners and 39% of tablet owners use apps from their pay-TV providers.
- Smartphone and tablet app downloads in North America will rise to 11 billion by 2016.
- The number of people in North America who watch mobile video and TV shows on mobile devices (smartphone or tablet) at least weekly will increase to 173 million in 2017.

Advertising

- The U.S. online video ad market will grow at a 13% compound annual growth rate (CAGR), accelerating from \$3.5 billion in 2013 to \$5.8 billion within five years.
- In 2014, U.S. in-app ad revenues will reach \$4.5 billion.

Digital Media & Content Discovery

- Almost one-half (47%) of video consumed on a TV set now comes from non-linear sources.
- Roughly 50% of U.S. broadband households use subscription or transactional OTT video.
- 41% of U.S. broadband households receive personalized video viewing recommendations from at least one source. Netflix and Hulu are the most common.
- Less than 60% of Hulu Plus, Netflix, and Amazon Prime customers use the recommendations from these OTT services.
- Not counting pay-TV services, OTT subscribers spend \$67 per month on video versus \$40 on average for all U.S. broadband households.
- The number of pay-TV subscribers with search and recommendation discovery features available to them through an electronic programming guide will reach nearly 270 million worldwide by 2018.
- Pandora is the leading Internet-streaming/on-demand music in number of users and advertising revenues earned.

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Twitter ID: @CONN_Summit | Hashtag: #connsummit2014

New research & interactive discussions on connected consumer technologies & systems



Parks Perspectives Analyst Blog

Follow Parks Associates Analysts on the newly designed Parks Perspectives analyst blog at www.parksperspectives.com.

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Smart Home and Energy

- 26% of U.S. broadband households planned to purchase a smart thermostat during the 2013 holiday season.
- In 2017, more than 11 million U.S. broadband households will have some type of smart home controller.
- Nearly 60% of U.S. broadband households report interest in smart home solutions.
- Among U.S. broadband households, 56% would buy door/window sensors, 53% would buy door locks, and 44% would purchase lighting controls modules, provided they could control these devices using a PC, phone, or tablet.
- Nearly 50% of U.S. broadband households would prefer to have smart home equipment and services professionally installed.

Home Security

- 25% of U.S. broadband households have an electronic security system in use—of these, 65% (16 million) are monitored.
- Total revenues for U.S. residential security, including equipment and monitoring, will exceed \$10 billion in 2014 and reach \$13 billion by 2017.
- The U.S. has approximately 13,000 dealers who sell and install security systems; 86% of them now offer some smart home component options.

Digital Health & Fitness Devices

- U.S. sales of fitness tracking devices (stationary and wearable) will exceed \$2.4 billion in 2016. Unit sales of wearable fitness tracking devices will approach 14 million.
- By 2016, more than 32 million U.S. consumers will actively track personal health and fitness online or via mobile.
- U.S. unit sales of networked medical devices will exceed 14 million units by 2018.

Mobile Data and Services

- Over 40 million U.S. consumers (20% of all smartphone users) used at least one mobile proximity or mobile e-commerce wallet in 2013. Usage will increase to nearly 113 million (43% of all smartphone users) by 2017.
- By 2017, global mobile data consumption will increase to 11.2 exabytes per month—a 13-fold increase over 2012 levels and at a compounded annual growth rate (CAGR) of 66%.

App Ecosystem

- The number of free app downloads will exceed 8.9 billion in 2014 and increase to over 12.8 billion by 2018.
- North American consumers will conduct approximately 7.8 billion in-app purchases (IAPs) in 2014.

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