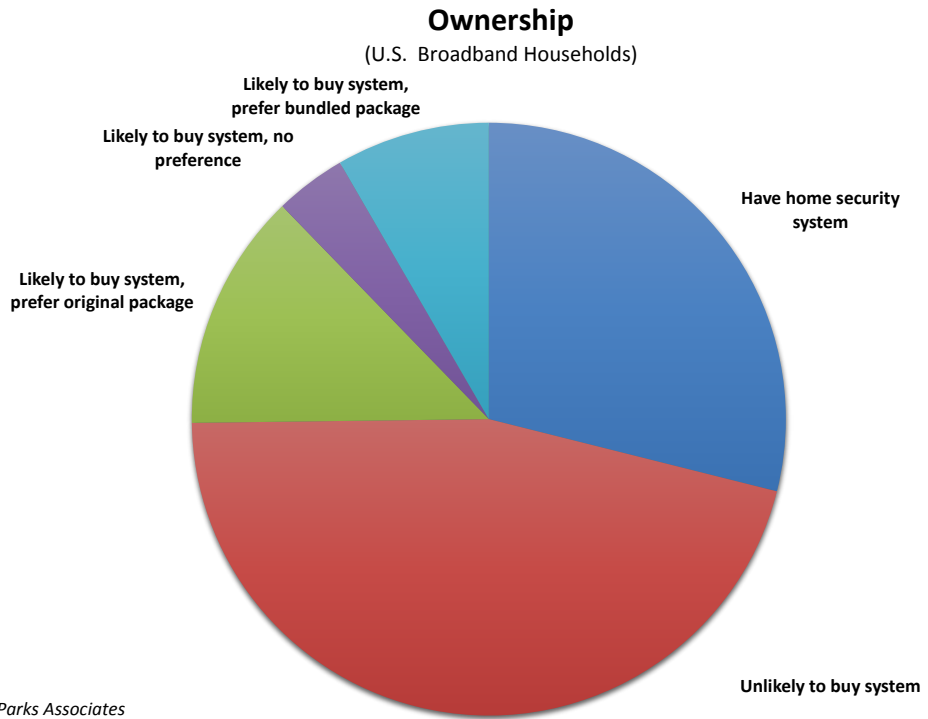


By **John Barrett**, *Director, Consumer Analytics*, and **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**

SYNOPSIS

Winning Business Models from a Consumer Perspective analyzes the business models for smart home systems and services. It specifically compares and contrasts consumer willingness to adopt smart home systems and services under a subsidized and bundled approach. Business model preferences are also compared across key smart home segments to identify which ones are most receptive to each model. Finally, the Market Focus explores the potential to use other, more innovative revenue models such as in-app purchases, advertising, and contractor referrals.

Smart Home Package: Preference for Bundled Model and Security System



ANALYST INSIGHT

“Consumers want smart home systems and services, they just don’t want service contracts. This has implication on how products and services should be presented to the market. The traditional subsidized approach used to sell home security system is not necessarily the best way to drive smart home adoption.”

— **John Barrett**, *Director, Consumer Analytics*, **Parks Associates**

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Winning Business Models from a Consumer Perspective

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Additional Research from Parks Associates

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