

# Industry Report

## Competition in Residential Security

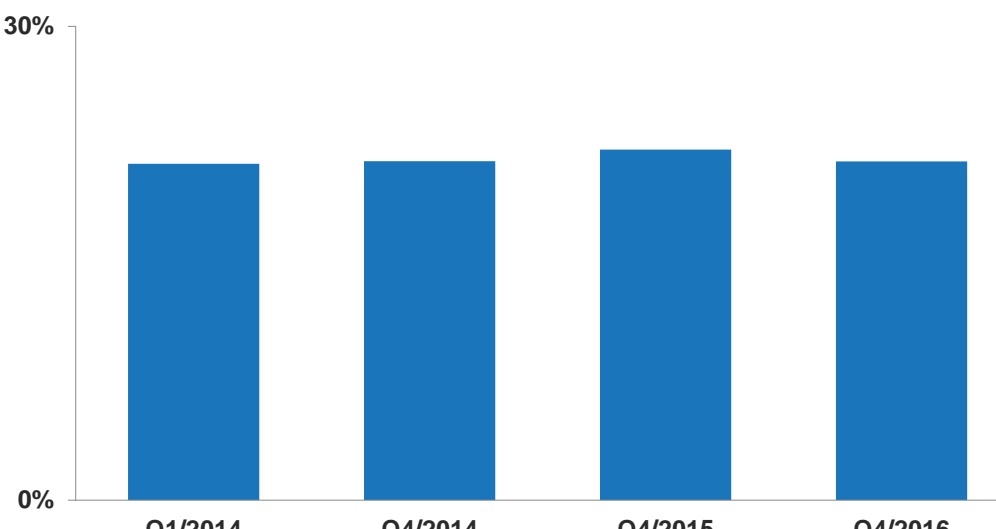
Table of Contents

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**PARKS**  
ASSOCIATES

By Dina Abdelrazik, Research Analyst

Synopsis	Adoption of Security Monitoring Services										
<p>Growth in the residential security market and its position as the leading channel for smart home solutions have attracted numerous new entrants. Telecoms, cable operators, and CE manufacturers are joining traditional security players as they compete to fulfill consumer demand for safety and security. This report analyzes the changing competitive landscape of the professionally monitored arena and assesses key industry trends. It provides a working knowledge of today's U.S. residential security system market, its players, and the market dynamics affecting the industry.</p> <p><b>Publish Date:</b> 3Q 17</p>	<div data-bbox="483 401 1468 470" data-label="Caption"> <p><b>Professional Monitoring Service Subscription (2014-2016)</b> U.S. Broadband Households</p> </div>  <table border="1" data-bbox="487 483 1477 1008"> <caption>Professional Monitoring Service Subscription (2014-2016)</caption> <thead> <tr> <th>Quarter</th> <th>Subscription Rate (%)</th> </tr> </thead> <tbody> <tr> <td>Q1/2014</td> <td>~18%</td> </tr> <tr> <td>Q4/2014</td> <td>~20%</td> </tr> <tr> <td>Q4/2015</td> <td>~23%</td> </tr> <tr> <td>Q4/2016</td> <td>~25%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Quarter	Subscription Rate (%)	Q1/2014	~18%	Q4/2014	~20%	Q4/2015	~23%	Q4/2016	~25%
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<p><b>Publish Date:</b> 3Q 17</p>	<p>“The traditional security channel is fragmented with relatively few national players. ADT, Vivint, and MONI are the largest national players in the residential market, each with its own unique business model. Guardian Protection Services, Vector Security, and approximately 100 other regional dealers occupy the mid-market while approximately 13,000-15,000 local independent dealers constitute the balance of the market,” said Dina Abdelrazik, Research Analyst, Parks Associates.</p>										
Contents											
	<ul style="list-style-type: none"> <li><b>1.0 Report Summary</b> <ul style="list-style-type: none"> <li>1.1 Purpose of Report</li> <li>1.2 Scope of Report</li> <li>1.3 Research Approach/Sources</li> </ul> </li> <li><b>2.0 Professionally Monitored Residential Security Market Trends</b> <ul style="list-style-type: none"> <li>2.1 Self-Installation (DIY)</li> <li>2.2 Interactive Services</li> <li>2.3 Smart Home Products as Substitutes for Classical Security</li> <li>2.4 Technology Advancements and Disruptions</li> <li>2.5 Margin Pressure</li> <li>2.6 Market Expansion</li> </ul> </li> </ul>										

	<p><b>3.0 Competitive Analysis of Professionally Monitored Players</b></p> <p>3.1 National Dealers</p> <p>3.1.1 Traditional Security</p> <p>ADT</p> <p>Vivint</p> <p>MONI</p> <p>3.1.2 Multiple Service Operator</p> <p>Comcast Xfinity</p> <p>AT&amp;T Digital Life</p> <p>3.2 Regional Dealers</p> <p>3.3 Local Dealers</p> <p><b>4.0 Implications and Recommendations</b></p> <p><b>5.0 Appendix</b></p> <p>5.1 Glossary</p> <p>5.2 Index</p>																						
<b>Figures</b>	<p>Companies Interviewed or Researched</p> <p>Professional Monitoring Service Subscription (2014-2016)</p> <p>Installation Method of Security Systems (2014-2016)</p> <p>Professional Monitoring with Interactive Services</p> <p>Example of SAC Formula</p> <p>Annual Equipment &amp; Monitoring Revenue (2013-2017)</p> <p>Market Expansion Strategies</p> <p>Professional Monitoring Subscriber U.S. Share 2016</p> <p>Vivint Subscribers</p> <p>Vivint Attrition Rate</p> <p>Net Promoter Score of Home Service Providers</p> <p>Competitive Metrics - National/Regional/Local</p> <p>ADT's Geographic Share</p> <p>National Provider's Geographic Share</p> <p>Cable Provider's Geographic Share</p> <p>Telco Provider Geographic Share</p> <p>Top Reasons to Offer Interactive Services to Customers</p> <p>Important Company Attributes</p>																						
<b>List of Companies</b>	<table border="0"> <tr> <td>ADT</td> <td>Dynamark Security of Richmond</td> </tr> <tr> <td>Affiliated Monitoring</td> <td>EMC Security</td> </tr> <tr> <td>Alarm.com</td> <td>Frontier</td> </tr> <tr> <td>Amazon</td> <td>Guardian Protection Services</td> </tr> <tr> <td>AT&amp;T</td> <td>LiveWatch</td> </tr> <tr> <td>Bright House</td> <td>MONI</td> </tr> <tr> <td>Canopy</td> <td>Mountain Alarm</td> </tr> <tr> <td>CenturyLink</td> <td>My Alarm Center</td> </tr> <tr> <td>Charter</td> <td>Protection One</td> </tr> <tr> <td>Comcast</td> <td>Rogers</td> </tr> <tr> <td>Comporium</td> <td>Smith Thompson Security</td> </tr> </table>	ADT	Dynamark Security of Richmond	Affiliated Monitoring	EMC Security	Alarm.com	Frontier	Amazon	Guardian Protection Services	AT&T	LiveWatch	Bright House	MONI	Canopy	Mountain Alarm	CenturyLink	My Alarm Center	Charter	Protection One	Comcast	Rogers	Comporium	Smith Thompson Security
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