

By Dina Abdelrazik, Research Analyst, and Tom Kerber, Director of IoT Strategy

<p>Synopsis</p> <p>The smart home is evolving along multiple dimensions, shifting the competitive landscape for product manufacturers and smart home service providers. As the market shifts, the value chain will be dramatically impacted. This report provides an overview of forces driving change and innovation in the smart home, the impact on the value chain for smart home solution providers, and recommendations to achieve long-term success.</p>	<p align="center">Consumer Familiarity with Smart Home Solutions and Channels</p> <p align="center">Smart Home/Smart Product Familiarity U.S. Broadband Households</p> <table border="1"> <caption>Estimated Data for Smart Home/Smart Product Familiarity</caption> <thead> <tr> <th>Category</th> <th>Very familiar</th> <th>Familiar</th> <th>Neutral</th> <th>Not familiar</th> </tr> </thead> <tbody> <tr> <td>Smart home services</td> <td>15%</td> <td>15%</td> <td>20%</td> <td>50%</td> </tr> <tr> <td>Smart home products</td> <td>15%</td> <td>15%</td> <td>20%</td> <td>50%</td> </tr> <tr> <td>Where to buy smart home services</td> <td>15%</td> <td>15%</td> <td>20%</td> <td>50%</td> </tr> <tr> <td>Where to buy smart home products</td> <td>15%</td> <td>15%</td> <td>20%</td> <td>50%</td> </tr> </tbody> </table> <p align="right">© Parks Associates</p>	Category	Very familiar	Familiar	Neutral	Not familiar	Smart home services	15%	15%	20%	50%	Smart home products	15%	15%	20%	50%	Where to buy smart home services	15%	15%	20%	50%	Where to buy smart home products	15%	15%	20%	50%
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<p>Publish Date: 4Q 16</p>	<p>“Given the different strategic decisions on product, adjacencies, ecosystem development, value chain integration, and smart home controllers, service providers and smart home platforms must evaluate their current positioning and plan accordingly for long-term success,” said Dina Abdelrazik, Research Analyst, Parks Associates.</p>																									
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