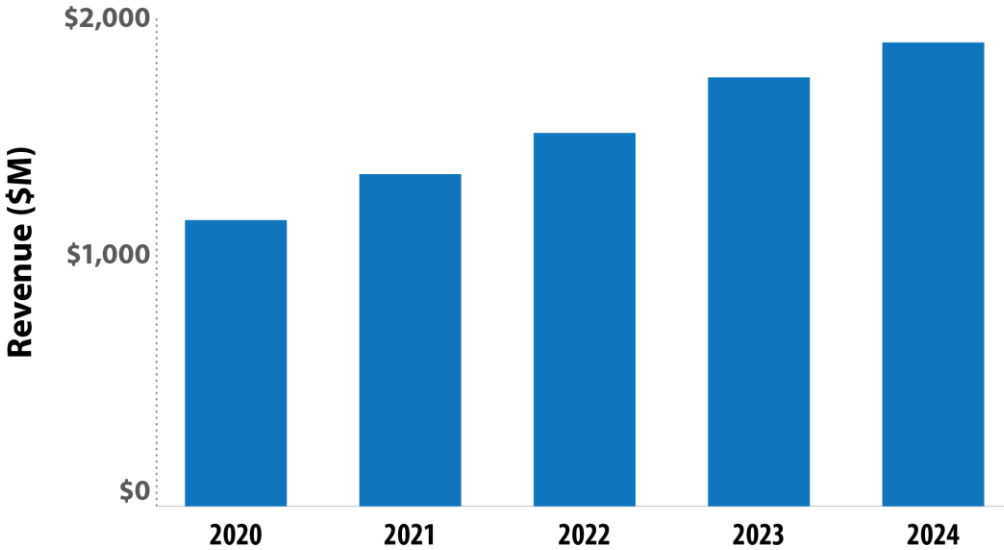


By Tricia Parks, CEO, and Brad Russell, Research Director, Connected Home, Parks Associates

Synopsis	Monitoring Revenue Forecast												
<p>Innovative companies are driving new revenue by extending professional monitoring services to new use cases. These include monitoring of loss prevention devices, personal emergency response systems (PERS), appliances, energy management, asset tracking services, and indoor air quality, among others. This research profiles innovative central monitoring stations that drive the market, identifies consumer preferences and willingness to pay for monitoring services, and describes the value propositions for monitoring a variety of smart products within the connected home.</p> <p>Publish Date: 2Q 20</p>	<div style="text-align: center;"> <h3>Total Annual Revenue for Smart Home Services</h3> <p>US Households with Professional Monitoring (\$M)</p> <p><i>At End User Value</i></p>  <table border="1" data-bbox="440 562 1438 1108"> <caption>Total Annual Revenue for Smart Home Services (US Households with Professional Monitoring) - At End User Value</caption> <thead> <tr> <th>Year</th> <th>Revenue (\$M)</th> </tr> </thead> <tbody> <tr> <td>2020</td> <td>~1,150</td> </tr> <tr> <td>2021</td> <td>~1,350</td> </tr> <tr> <td>2022</td> <td>~1,550</td> </tr> <tr> <td>2023</td> <td>~1,750</td> </tr> <tr> <td>2024</td> <td>~1,900</td> </tr> </tbody> </table> <p>© Parks Associates</p> </div>	Year	Revenue (\$M)	2020	~1,150	2021	~1,350	2022	~1,550	2023	~1,750	2024	~1,900
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	<p>“Central monitoring can be a high-margin business and many stations have excess monitoring capacity, driving the industry to expand its value proposition beyond the standard security offering,” said Brad Russell, Research Director, Connected Home, Parks Associates.</p>												
Key Questions	<ul style="list-style-type: none"> What monitoring services added onto existing services will generate incremental RMR? How can market players extend monitoring services to various connected products and services? Which central monitoring stations help to drive the market for professional monitoring? What are consumer preferences and the willingness to pay for monitoring services? What value propositions will drive monitoring services for a variety of smart products within the connected home? 												

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