

IoT, Entertainment, and the Connected Consumer



CONNECTIONS™ Summit is in the Venetian Hotel, Level 4, Room Marcello 4501.
Visit Parks Associates at Booth # 70,959 in the Sands.

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CONNECTIONS™ Summit: IoT, Entertainment, and the Connected Consumer focuses on emerging areas critical to the growth of the connected home, including 4K, Internet of Things (IoT), tech support, and more. CONNECTIONSSummit.com

Wednesday, January 6 - 9:15 AM - 5:30 PM

- 9:15 AM** "Monetization Strategies for IoT and the Connected Home"
August • Belkin/Internet of Things Consortium • EnergyHub • PlumChoice • WeatherBug Home by Earth Networks • Zonoff
- 10:30 AM** "Wearables: Healthcare, IoT, and Smart Home Use Cases"
Honeywell Life Care Solutions • IFTTT • Independa • Intel-GE Care Innovations • Lumo BodyTech • Qualcomm
- 11:50 AM** "Growth in IoT: Entertainment, Smart Home, Health"
AT&T Digital Life • b8ta • Greenwave Systems • Lutron Electronics • MivaTek • Vodafone
- 1:10 PM** "Cloud-based CE and Virtualization: Converging Video Services"
AirTies Wireless Networks • Comcast • Gracenote • Lynx Technology • Sling TV • TiVo
- 2:30 PM** "Ease of Use, Interoperability, and Mass-Market Adoption," *Sponsored by Cirrent*
Affinegy • Cirrent • ecobee • Thread Group/Silicon Labs • ULE Alliance • Wi-Fi Alliance
- 3:45 PM** "Personalization and Big Data: Securing Consumer Privacy"
Cisco • Facebook • Intel Security • NXP Semiconductors • Verimatrix • Zubie
- 5:30 PM** Networking Reception
Sponsored by CONNECTIONS™: The Premier Connected Home Conference

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Thursday, January 7 - 9:00 AM - 11:00 AM

- 9:00 AM** "IoT: Smart Home Solutions and Value-Added Services"
Carrier • Comcast Cable • Salus • Verizon • Vivint
- 10:00 AM** "Integrating IoT into Smart Home Platforms"
Alarm.com • EVERYTHING • Icontrol Networks • ROC-Connect • SmartThings
- 11:00 AM** "Support Solutions: IoT and the Connected Home"
CSS Corp • F-Secure • Ihiji • Radialpoint • Support.com • Sutherland Global Services

New research & interactive discussions on business and monetization strategies

CORD CUTTING

10% of U.S. broadband households are “cord cutters,” with one-fourth of them having canceled their pay-TV service in the past 12 months and instead using online video sources.

7% of U.S. broadband households are recent “cord shavers,” those who have downgraded their pay-TV service within the past 12 months and use online video sources.

“Cord nevers,” consumers who have never subscribed to a pay-TV service but do use online video sources, represent 3% of U.S. broadband households.

Cord cutters use a gaming console (37%) the most to stream video and other content, closely followed by a streaming media player (34%).

STREAMING MEDIA/OTT

As of 3Q 2015, 31% of U.S. broadband households currently own a streaming media player, up from 27% at the beginning of the year.

14% of U.S. broadband households plan to buy a streaming media player by midyear 2016.

58% of U.K. broadband households used a video streaming service or player within the past 30 days.

Among broadband households, 57% in the U.K., Germany, Spain, and France own at least one Internet-connected CE device (smart TV, smart Blu-ray player, PVR, gaming console, or streaming media device).

The global annual unit sales for streaming media players, including both box and stick form factors, will increase from 30 million units in 2013 to 86 million units in 2019.

58% of U.S. broadband households have used an OTT video service in the past 30 days.

59% of U.S. broadband households subscribe to an OTT video service subscription with a monthly fee.

4K TV

42% of U.S. broadband households are not familiar with 4K technology.

More than 330 million 4K UHD TVs will be sold globally by the end of 2019, an increase from two million in 2013.

PRIVACY CONCERNS

76% of U.S. broadband households are very concerned about their data security and personal privacy when using connected devices.

Identity and data theft are among the highest security concerns when using connected devices, but only 6% of U.S. broadband households have experienced those problems in the last year.

More than 50% of U.S. broadband households express privacy and safety concerns regarding connected cars.

WEARABLES

Smart watch adoption has nearly doubled, from 4% of U.S. broadband households at the start of 2014 to 7% now.

10% of U.S. broadband households plan to buy a smart watch by midyear 2016.

33% of U.S. broadband households own a digital health/wellness device.

10% of Spanish broadband households own a smart watch, followed by 8% in the U.K., 7% in Germany, and 6% in France.

10% of Western European broadband households plan to purchase a smart watch within the next 12 months.

SMART HOME APPS

More than one in five U.S. broadband households that own or plan to buy a smart watch intend to use this device for home controls and automation.

More than 80% of smartphone/tablet users who own at least one smart home device have downloaded mobile apps for these devices.

Nearly 50% of U.S. broadband households with a smart garage door opener use a smartphone, tablet, or computer to control the opener almost every day.

HOME SECURITY

The number of households with monitored security rose over 15% in the past two calendar years.

Approximately 21 million U.S. homes have professionally monitored security, with another 1.5 million with monitoring in a second home.

AUDIO

22% of U.S. broadband households currently own wireless speakers.

66% of U.S. broadband households use a streaming audio service.

40% of U.S. broadband households use a free service to stream audio, and 26% subscribe to a paid streaming audio service.

15% of U.S. broadband households plan to buy wireless speakers over the next 12 months, while 18% plan to buy earbuds and 16% plan to buy headphones.

By 2020, nearly 97 million wireless speakers will be sold globally.

CONNECTED CARS

44% of car owners in U.S. broadband households have an advanced connected car feature.

Nearly 25% of vehicle drivers in U.S. broadband households find the ability for a connected car to automatically set a home “away mode” as very appealing.

41 million U.S. vehicles were connected to the Internet by the end of 2015.

SMART HOME ENERGY

25% of U.S. broadband households find energy management very appealing.

The most popular smart home devices are networked security cameras, followed by connected lighting and smart thermostats.

51% of U.S. broadband households would like to receive alerts if a fire or smoke is detected in their home.

45% of U.S. broadband households would like to receive an alert if there is a carbon monoxide or gas leak.

36% of U.S. broadband households would like the ability to remotely turn off the lights inside or outside of their home.

17% of U.S. broadband households plan to buy a smart appliance in the next 12 months.

43% of U.S. broadband households plan to purchase a smart home device in the next 12 months.

Nearly 10% in the U.K., Germany, Spain, and France have a home control system.

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Consumer research, industry perspectives, & expert discussions on the connected home

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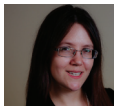
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RESEARCH SERVICES

Connected Health Tracker Service
Analyzes consumer adoption and usage of healthcare solutions and current business opportunities.

www.parksassociates.com/healthtracker

OTT Video Market Tracker
Blends company profiles with industry research data and analysis of competing players' strengths and weaknesses.

www.parksassociates.com/ott-tracker

Parks Associates' UPCOMING EVENTS

SMARTENERGYSUMMIT

Smart Energy Summit: Engaging the Consumer

February 22-24, 2016
Austin, TX

The seventh-annual Smart Energy Summit features keynotes from **EnergyHub**, **NRG**, and **Schneider Electric**.

SES2016.com

CONNECTIONS

CONNECTIONS™: The Premier Connected Home Conference

20TH ANNIVERSARY May 24-26, 2016
San Francisco, CA

The **20th anniversary of CONNECTIONS™** features expert analysis of the IoT, smart home, and the connected consumer.

CONNECTIONSUS.com

CONNECTED HEALTH SUMMIT
Engaging Consumers

Connected Health Summit: Engaging Consumers

August 30 - September 1, 2016
San Diego, CA

The third-annual event showcases industry expertise and Parks Associates' consumer research.

ConnectedHealthSummit.com

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Consumer Research, Adoption, Revenue Forecasts, and Business Strategies

MediaPost - December 29, 2015

"40 Million Cars Connected To The Internet; 64% Want It"

More than 40 million U.S. vehicles will be connected to the Internet by the end of this year, according to **Parks Associates**.

And it looks like that's just the start, with the number climbing steadily for the next two years. In their next car, the majority (64%) of car owners in broadband households would like built-in support for at least one connected activity in their next car.

USA Today - December 28, 2015

"Cutting the Cord: Next year will bring even more streaming options"

Amazon and Hulu, which has joined Netflix and Amazon as a creator of its own original content, will retain their solid spots as Nos. 2 and 3 in streaming subscriptions. The top three services have "too much momentum and (there's) too much ground to be made up by alternatives," said **Brett Sappington**, Dir., Research, **Parks Associates**.

Business Insider - December 27, 2015

"What Hulu needs to beat Netflix"

High turnover has been one of Hulu's nagging problems. According to research by **Parks Associates** earlier this year, around 50% of Hulu's subscriber base had canceled their subscriptions in the last 12 months. Netflix's turnover was only 9%.

BizTech - December 22, 2015

"Wireless Displays Streamline Setups for Meetings"

Brett Sappington, director of research for **Parks Associates**, says that as smartphones and tablets become the norm at most organizations, organizations are beginning to deploy wireless display technology in the workplace.

"It used to be that people would take technology from work and bring it home, but now the pendulum has swung, and technology driven by consumers has made it to the office," Sappington says. "I look for wireless displays to catch on anywhere knowledge workers are present, be it schools or colleges, government agencies or general businesses."

Fox News - December 22, 2015

"3 Things an Apple TV Service Should Have to Succeed"

With more people looking for alternatives, the market for streaming media players also continues to grow. A recent report from **Parks Associates** says 31 percent of U.S. broadband households own one of the devices, up from 27 percent at the start of 2015.

Home Media Magazine - December 21, 2015

"Streaming Wars: The OTT Force Awakens"

More than 25% of OTT video services in the U.S. market today launched this year, and 40% of services bowed within the last two years, according to **Parks Associates**. Nearly 60% of U.S. broadband households have used at least one OTT video service in the past 30 days. More than 25% of households used two or more OTT video services in the past 30 days.

Wearable Tech News - December 16, 2015

"1 in 10 U.S. Households to Purchase Smart Watch in 2016"

"The wearables market is growing strong, and their unique form factors will help drive sales for the holidays," said **Harry Wang**, director of Health and Mobile Product Research at **Parks Associates**. "Smart watches are particularly popular among broadband households with children. Eleven percent of U.S. broadband households with children have a smart watch, and 16% plan to buy one by midyear 2016. The smart watch has connected health applications, but family-oriented use cases will also help grow and maintain the device's popularity."

Consumer Reports - December 16, 2015

"You're Not the Only One Hooked on Netflix"

With streaming entertainment on the rise, it's no surprise that streaming media players continue to be a popular choice with consumers. A just-released study from market research firm **Parks Associates** says that 14 percent of U.S. broadband households intend to purchase a player by the middle of 2016.

And, as of the third quarter of this year, 31 percent of households already own one, up from 27 percent at the start of the year.

SP&T News - December 15, 2015

"Research reveals growth ahead for U.S. spend on smart home products"

"Connectivity opens the door to new, highly differentiated products and services, but interoperability remains a challenge," said **Tom Kerber**, Director, Research, Home Controls & Energy, **Parks Associates**.

Greentech Media - December 11, 2015

"Schneider Electric (Finally) Puts Out a Wi-Fi Thermostat"

The percentage of thermostats being sold through retail channels instead of through HVAC dealers has also increased considerably in recent years, while the utility channel is stagnant, according to **Parks Associates**.

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