

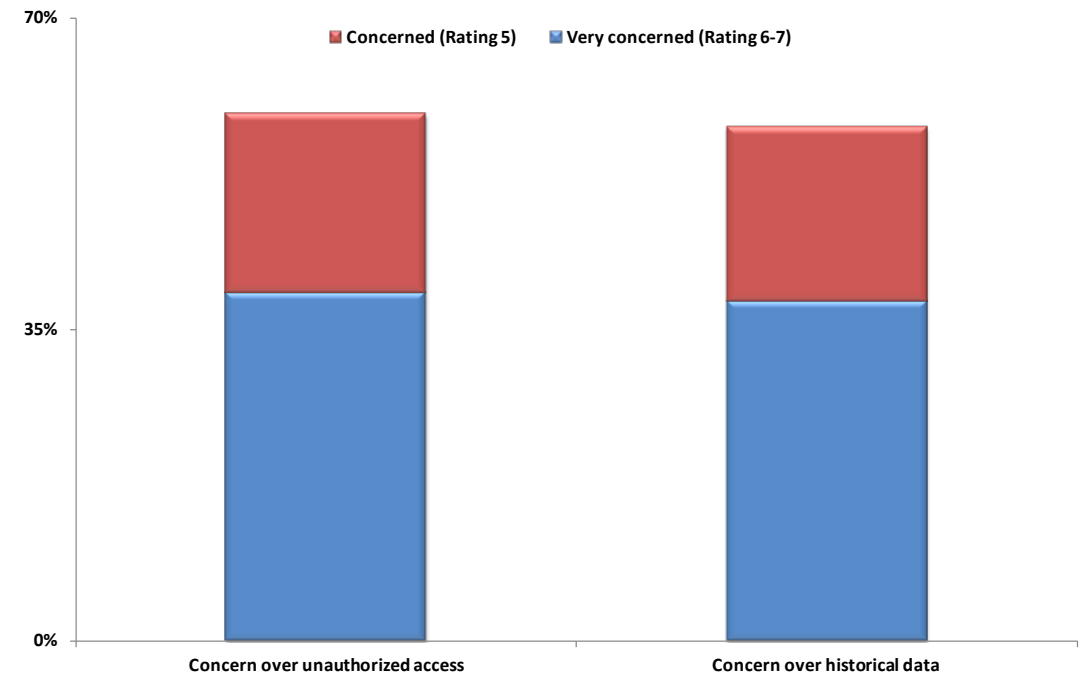
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SYNOPSIS

360 View: *Residential Security & Smart Home* provides a comprehensive analysis of the market for smart home products and services. It assesses the current state of the home security market and adoption of new offerings from telco and cable providers. It details the adoption of “smart” security systems that integrate smart home devices into home security systems and analyzes the market for smart home devices, including purchase rates, average sales prices, distribution channels, and order of purchase. Finally, it assesses market demand for smart home products and services, including hypothetical matchups between entry-level smart home devices and more robust premium devices.

Smart Home Privacy Concerns

(U.S. Broadband Households)



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ANALYST INSIGHT

“Data continues to indicate a substantial, latent market for smart home devices and services as well as several key challenges. Familiarity is still very low, and consumers have privacy concerns about the data generated by smart home systems.”

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

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Additional Research from Parks Associates



Residential Security & Smart Home

360 VIEW

SERVICE: CONNECTED HOME SYSTEMS AND SERVICES

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