

**Parks Associates is an internationally recognized market research and consulting company** specializing in emerging technologies for consumers.

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**NEARLY 60%**  
OF U.S. BROADBAND HOUSEHOLDS  
**Have a Smartphone!** © Parks Associates  
more **research below**

## Special Research: Mobile Audio

### Importance of Audio for Mobile Entertainment Experiences

Parks Associates, commissioned by



Dolby, recently surveyed tablet and smartphone owners in the U.S., France, Germany, China, and South Korea on the importance of audio quality in a mobile device.

**U.S.:** 85% of tablet and smartphone owners 18-24 and 79 percent 25-44 said that the audio quality of entertainment functions is a purchase consideration when choosing a mobile device, compared to only 65% of those over 55.

**France and Germany:** Younger consumers were more likely to consider audio as well.

**South Korea:** 89% of those over 55 and 79% 45-54 said audio quality is a purchase consideration.

**China:** The vast majority of mobile consumers (94 percent) care about audio quality when choosing a device, with no marked differences between age groups.

Contact **Holly Sprague** at hsprague@gmail.com for more information about this or any other Parks Associates research.

## CONNECTIONS™ at CTIA 2013

May 20-23, 2013 | Las Vegas, Nevada  
www.CONNECTIONSUS.com

Hosted by international research firm Parks Associates, with support from the Consumer Electronics Association (CEA®), CONNECTIONS™ focuses on innovative technology and business solutions for the connected consumer.

**The co-location of CTIA and CONNECTIONS™** offers a unique opportunity to analyze the growing role of mobile solutions in the connected home. CONNECTIONS™ features consumer research and market strategies to monetize digital content, mobile apps, value-added services, connected CE, and home systems.

## Parks Associates provides analysis, consumer research, and forecasts in the following areas:

### Smartphones

- As of 2012, there are over 205 million smartphone owners/users in North America (N.A.); ownership will top 300 million by year-end 2016.

### Tablets

- By year-end 2012, more than 39 million tablets will be sold in North American market, an increase of 72% year over year.
- Forty percent of U.S. broadband households now own a tablet, up from 15% in 2011, and 66% of U.S. broadband households will have a tablet by the end of 2013.
- Tablet owners are 1.3 times more likely than smartphone owners to purchase a product using a shopping app.

### Video Viewing

- The number of people in North America who watch mobile video and TV shows on mobile devices (smartphone or tablet) at least weekly will increase from 63 million in 2012 to 173 million in 2017.

### Connected Cars

- 16% of U.S. broadband households own a vehicle with a built-in display, which allows them to access navigation, emergency services, vehicle diagnostics, and infotainment apps.
- Navigation tops the in-car apps used by consumers, but infotainment apps are growing in popularity: over one-third of U.S. broadband households with a built-in vehicle display can access music apps and one in four can access news apps.

### Digital Health & Fitness

- U.S. sales of fitness tracking devices (stationary and wearable) will exceed \$2.4 billion in 2016. Unit sales of wearable fitness tracking devices will approach 14 million.
- By 2016, more than 32 million U.S. consumers will actively track personal health and fitness online or via mobile.

### Apps and Advertising

- Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases.
- Smartphone and tablet app downloads in North America will reach 6.8 billion at year-end 2013, rising to 11 billion by 2016.

### Connected Appliances

- 44% of U.S. broadband households would allow utilities to manage and monitor their home appliances in order to reduce their energy consumption and save money.
- 44% are also highly interested in connected appliances that are able to troubleshoot problems.

### Home Controls and Energy

- U.S. consumers are reluctant to take on new service fees, with only 15% of U.S. broadband households willing to adopt subscription controls packages.
- Among U.S. broadband households, 56% would buy door/window sensors, 53% would buy door locks, and 44% would purchase lighting controls modules, provided they could control these devices using a computer, mobile phone, or tablet.

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