

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

### CONNECTIONS™ Summit @ CES

January 8 | LVCC, South Hall, Rooms S204-205  
10:00 a.m. - 5:15 p.m.

[www.CONNECTIONSSummit.com](http://www.CONNECTIONSSummit.com)

For the seventh year, Parks Associates is hosting CONNECTIONS™ Summit at CES, featuring speakers from over 25 tech companies in the following sessions:

- » Smart TVs and the Future of Entertainment
- » Second-Screen Experiences and Revenue Opportunities
- » Convergence in the Connected Home: Partnership Opportunities
- » New Opportunities in Tech Support Services
- » Multiscreen Services: Where Connected CE meets OTT

A Networking Reception, sponsored by Lowe's, follows the CONNECTIONS™ Summit sessions at 6:00 p.m.



### Parks Associates' 2013 Events

#### Smart Energy Summit: Engaging the Consumer

February 25-27, 2013 | San Antonio, Texas  
[www.ses2013.com](http://www.ses2013.com)

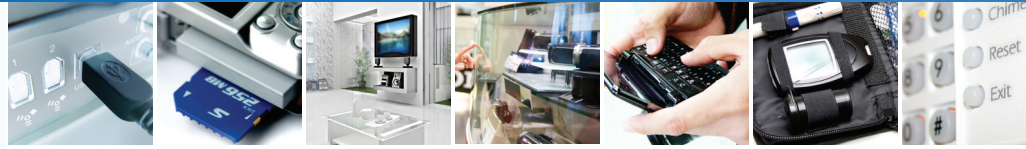
Smart Energy Summit examines the expanding market for energy solutions and home controls and its impact on utilities, service providers, retailers, manufacturers, and consumers.

#### CONNECTIONS™ at CTIA 2013

May 20-23, 2013 | Las Vegas, Nevada  
[www.CONNECTIONSUS.com](http://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 event features consumer research and market strategies to monetize digital content, mobile applications and services, value-added services, connected CE, and home systems.



### CE Holiday Purchase Intentions

- Consumer spending intentions for CE increased substantially in 2012 - 63% of households planned to buy at least one CE device during the 2012 holiday season, a 37% increase over 2011.
- Consumer demand is highest for tablets followed by laptops and smartphones.

### Smart TVs

- Global smart-TV sales will exceed 100 million in 2013.

### Tablets

- By year-end 2012, more than 39 million tablets will be sold in North American market, an increase of 72% year over year.
- Thirty-three percent of U.S. broadband households now own a tablet, up from 15% last year, and 66% of U.S. broadband households will have a tablet by 2013.

### Apps and Advertising

- Within a 30-day period, almost 20% of smartphone users and 27% of tablet owners make in-app purchases.

### 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.
- The percentages increase dramatically for individual controls components: 56% would buy door/window sensors, 53% would buy door locks, and 44% would purchase lighting controls.

### 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.

### iPad vs. Surface

- Consumer intentions to purchase a Microsoft Surface dropped from 45% in the third quarter to 21% in the fourth quarter after Microsoft announced the product price and details.

### Connected Cars

- Nearly one-third of U.S. car owners have some kind of in-vehicle connectivity
- 16% of U.S. broadband households own a vehicle with a built-in display, which allows them to access navigation, vehicle, 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 reach almost 14 million.
- By 2016, more than 32 million U.S. consumers will actively track personal health and fitness online or via mobile.

**Blog:** [www.parksassociatesblog.com](http://www.parksassociatesblog.com) | **Twitter:** [twitter.com/ParksAssociates](https://twitter.com/ParksAssociates)

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