

## Monetizing Smart Home Solutions & Connected Devices

**CONNECTIONS™ Summit** is at **CES Tech West—Venetian Ballrooms Level 1, Casanova Rooms 601-603.**  
Visit **Parks Associates** at **Booth #70451**, in Tech West at the Sands Expo.

JANUARY 6, 2015

9:15 AM	10:30 AM	12:00 PM	1:15 PM	2:30 PM	3:45 PM	5:30 PM
<b>Internet of Things: Expanding Smart Devices</b>	<b>Consumer Demand for Next-Gen TV Services</b>	<b>Smart Home: Channel Strategies &amp; Business Models</b>	<b>Streaming Media Devices in the Video Ecosystem</b>	<b>Consumer Support in the Internet of Things</b>	<b>Platforms, Devices, and Interoperability in the Smart Home</b>	<b>Networking Reception</b> Sponsored by Greenwave Systems



**CONNECTIONS™ Summit: Monetizing Smart Home Solutions & Connected Devices** focuses on emerging areas critical to the connected home, including digital media, smart energy, IoT, tech support, & more. [CONNECTIONSSummit.com](http://CONNECTIONSSummit.com)

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## PARKS ASSOCIATES—YOUR SOURCE FOR CONSUMER RESEARCH & MARKET DATA

PARKS ASSOCIATES RESEARCH HIGHLIGHTS

### ACCESS & ENTERTAINMENT SERVICES

The number of pay-TV households will exceed 1 billion worldwide by the end of 2015.

Nearly 50% of U.S. broadband homes have a DVR, acquired either at retail or as part of their pay-TV subscription.

### CONNECTED CE AND PLATFORMS

More than 25% of U.S. broadband households will have a streaming media player by 2015.

34% of U.S. broadband households have a smart TV.

More than 46 million households worldwide will subscribe to a 4K/UHD pay-TV service by 2018.

Over 6% of U.S. broadband households own a Chromecast, and almost 80% use the device at least monthly.

### CONNECTED HOME SYSTEMS & SERVICES

16% of U.S. broadband households own at least one smart home device, and 37% plan to purchase one or more in the next 12 months.

Sales of smart home devices exceeded 20 million units in 2014 and will increase to nearly 36 million units by 2017.

### DIGITAL HEALTH

27% of U.S. broadband households currently own and use at least one connected health device.

13% of U.S. broadband households are very likely to purchase a connected health device in the next 12 months.

Fitbit is the early leader in the market for digital fitness trackers with nearly 40% of the market.

### DIGITAL HOME SUPPORT SERVICES

Roughly 25% of U.S. broadband households with smart home devices experience problems on a monthly basis.

50% of U.S. broadband households find malware protection to be “very” appealing.

### DIGITAL MEDIA

55% of broadband households subscribe to a subscription OTT video service, up from 44% in 2013.

More than 75% of streaming media player owners have an OTT subscription.

62% of U.S. broadband households never back up their data to a cloud-based storage service.

### HOME ENERGY MANAGEMENT

70% of U.S. broadband households interested in one or more home energy management features.

Roughly 10% of U.S. broadband households currently own a smart energy device.

14% of U.S. broadband households intend to purchase a smart thermostat over the next 12 months.

### MOBILE AND PORTABLE

Global OTT messaging volume will grow from 10 trillion messages in 2013 to nearly 67 trillion messages in 2018.

Over 60% of U.S. broadband households now have a tablet, and 52% own both a smartphone and a tablet, up from 25% in 2011.

U.S. smart watch sales for 2014 reached 3.45 million units.

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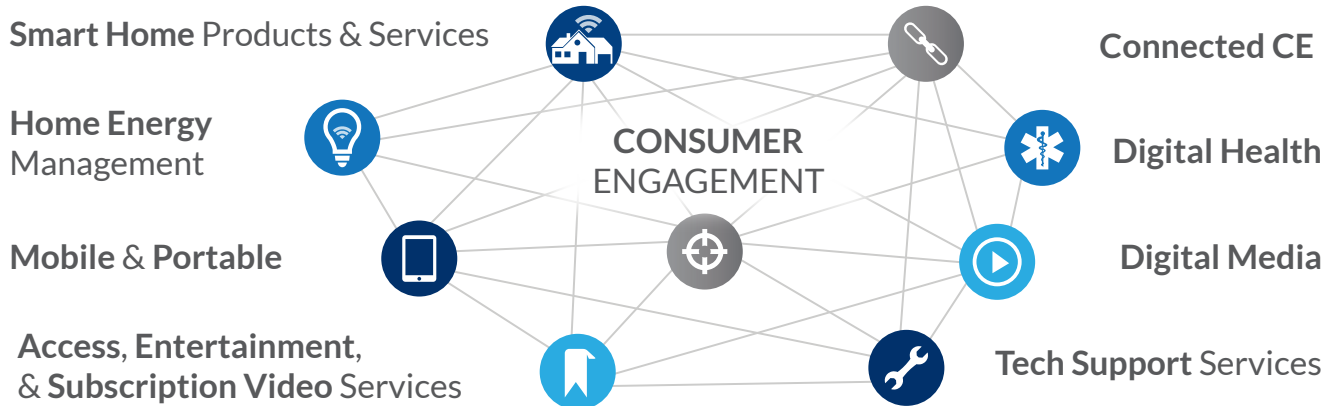
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## The Connected Home and IoT Ecosystem



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### WHITEPAPERS

**“Key Competitive Elements for Smart Home Service Providers”**  
[parksassociates.com/smart-home](http://parksassociates.com/smart-home)

**“The OTT Playbook: Success Factors for Video Services”**  
[parksassociates.com/ott-playbook](http://parksassociates.com/ott-playbook)

**VIEW ALL AT [PARKSASSOCIATES.COM/WHITEPAPERS](http://PARKSASSOCIATES.COM/WHITEPAPERS)**

### UPCOMING WEBCASTS

**“Designing Smarter Gateways for the Internet of Everything”**  
 Tuesday, January 20, 2015  
[parksassociates.com/qualcomm-ioe-2015](http://parksassociates.com/qualcomm-ioe-2015)

**“IoT: Smart Appliances in the Era of Experiences”**  
 Tuesday, February 3, 2015  
[parksassociates.com/dassault-appliances-2015](http://parksassociates.com/dassault-appliances-2015)

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### Newsletters

Sign up for the Parks Points newsletter and more at [www.parksassociates.com/newsletter](http://www.parksassociates.com/newsletter)

### Parks Associates’ UPCOMING EVENTS



**Smart Energy Summit: Engaging Consumers**

February 16-18, 2015  
 Austin, TX

[SES2015.com](http://SES2015.com)



**CONNECTIONS™:**  
 The Premier Connected Home Conference

May 19-21, 2015  
 San Francisco, CA

[CONNECTIONSUS.com](http://CONNECTIONSUS.com)



**Connected Health Summit**

September 9-10, 2015  
 San Diego, CA

[ConnectedHealthSummit.com](http://ConnectedHealthSummit.com)

### PARKS PERSPECTIVES

Follow the Parks Associates moderators for CONNECTIONS™ SUMMIT at [www.parksperspectives.com](http://www.parksperspectives.com)

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