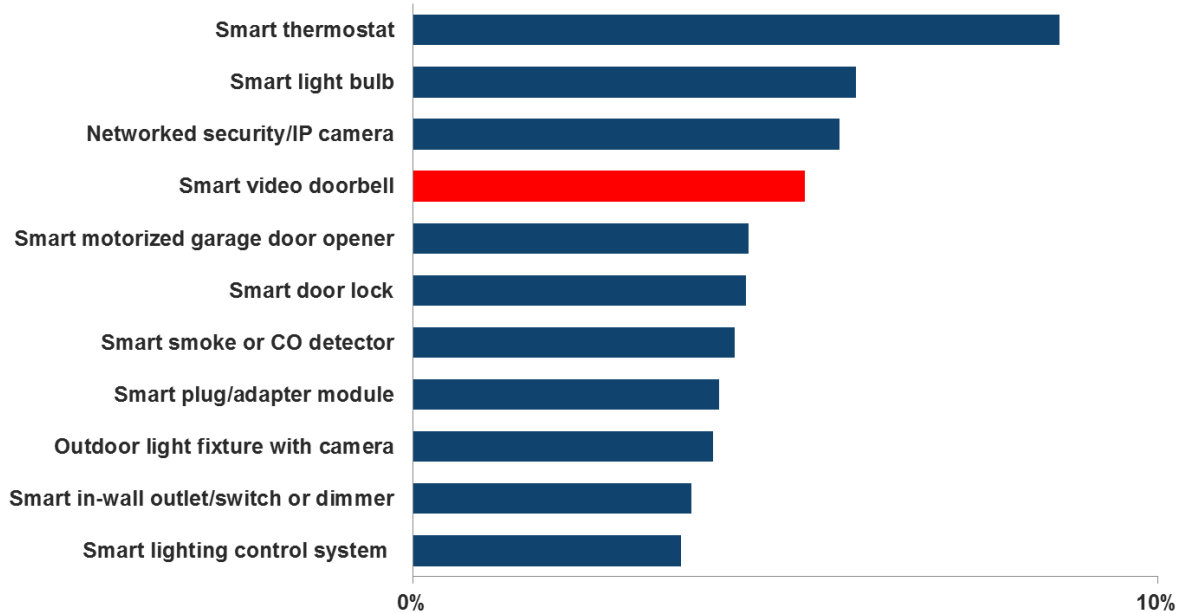


Smart Home Device Purchases

U.S. Broadband Households



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Consumer Analytics Team

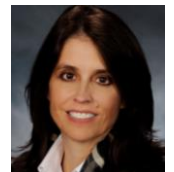


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Smart Product Market Assessments provide a comprehensive and deep analysis of a single smart product market.

Video Doorbells Market Assessment addresses the following major questions.

- 1) How big is the U.S. market for video doorbells, and how is it going to grow over the next five years?
- 2) What is driving market growth? What barriers exist to growth?
- 3) Who are the key players and what are their defining characteristics?
- 4) What features and factors influence consumers' purchasing decisions?
- 5) What are the key elements impacting the user experience?
- 6) What is the appeal of new purchase models, including incentives for purchase and a hardware-as-a-service model?

Number of Slides: 60

PRELIMINARY CONTENTS

Executive Summary

- Market Insights
- Market Findings and Key Impacts

Market Landscape

- Market Barriers
- Market Drivers
- Key Players to Note
- U.S. Forecast - Smart Thermostats (2017 – 2022), Annual Unit Sales (#M)
- U.S. Forecast - Smart Thermostats (2017 – 2022), Annual Sales Revenue at End-user Value (\$M)
- Forecast Methodology for Smart Energy and Water Management Devices

Video Doorbell Market Context: Familiarity, Ownership, Purchases, Intentions

- Familiarity, value and affordability of SH devices (Q4/17)
- Smart video doorbell ownership (trending)
- Smart video doorbell ownership, purchases, likelihood to purchase, trending
- Smart video doorbell demos
- Add-on to existing security system

Purchase Journey

- Video Doorbells: Who installed (Q4/17)
- Video Doorbells: Type of self-monitored security system (Q4/17)
- Video Doorbells: Purchase reason (Q4/17)
- Video Doorbells: Brand reason (Q4/17)
- Video Doorbells: Installation (Q4/17)
- Video Doorbells: Main driver for product purchase (Q4/17)

- Video Doorbells: Purchase type (trending)
- Video Doorbells: Avg. # Purchased (trending)
- Video Doorbells: Purchase price (trending)
- Video Doorbells: Brand purchased (Q4/17)
- Video Doorbells: Reasons brand selected (Q4/17)
- Smart Home Products (Q2/18)
- Video Doorbells: Purchase intention (Q1/18)
- Video Doorbells: Professional help (Q1/18)
- Video Doorbells: Purchase channel (Q1/18)
- Video Doorbells: What monitored (Q4/17)

User Experience

- Video Doorbells: What Actions? (Q4/17)
- Net Promoter Score: Video Doorbells (Q4/17, Q2/18)
- Video Doorbells: NPS Score by Home Size (Q4/17, Q2/18)
- Video Doorbells: Appeal of Alerts Based on Audio Recognition (Q4/17)
- Video doorbells: Appeal of Image Recognition (Q4/17)
- Video Doorbells: Appeal of Voice Control (Q2/Q4/17)
- Video Doorbells: Importance of Home Control App Utilization (Q2/17)
- Video Doorbells: Importance of Monitoring Options (Q2/18)
- Video Doorbells: Importance of Control Methods (Q2/17)
- Video Doorbells: Importance of Platform (Q2/17)
- Video Doorbells: Importance of Platforms Used (Q2/17)
- Video Doorbells: Use Trend (Q2/17)

- Video Doorbells: User Experience (Q2/17)
- Video Doorbells: Smart Home Experience (Q2/18)
- Value of Video Doorbell Features (Q2/18)
- Video Doorbells: Returns (Q1/18)
- Video Doorbells: Set-up (Q1/18)
- Video Doorbells: Technical Problems (Q1/18)
- Video Doorbells: Attachment to System Among Intenders (Q4/17)
- Video Doorbells: Importance of Features for Intenders (Q4/17)
- Video Doorbells: Likelihood of Purchase in Next 12 Months (Q4/18)
- Video Doorbells: Likelihood to Purchase as a Gift and/or for Self (Q3/17)
- Video Doorbells: Likelihood to Purchase if Opportunity to Have Set-up and Instructions on Use (Q3/17)
- Pay Fee for In-Home Set-up and Show How to Use for Video Doorbell Intenders (Q3/17)
- Video Doorbells: Voice Control Preference (Q4/17)
- Video Doorbells: Reasons for Not Owning/Purchasing (Q4/17)

Concept Testing

- Impact on likelihood to purchase (Q4/17)
- For intenders, platform importance (Q2/17)
- For intenders, brand importance (Q2/17)
- For intenders, importance of recommendation sources (Q2/17)
- Product requirements (Q4/17)
- Smart home kit (Q4/17)

Appendix

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