

# Global Connected Living Outlook: Pursuing the IoT Promise

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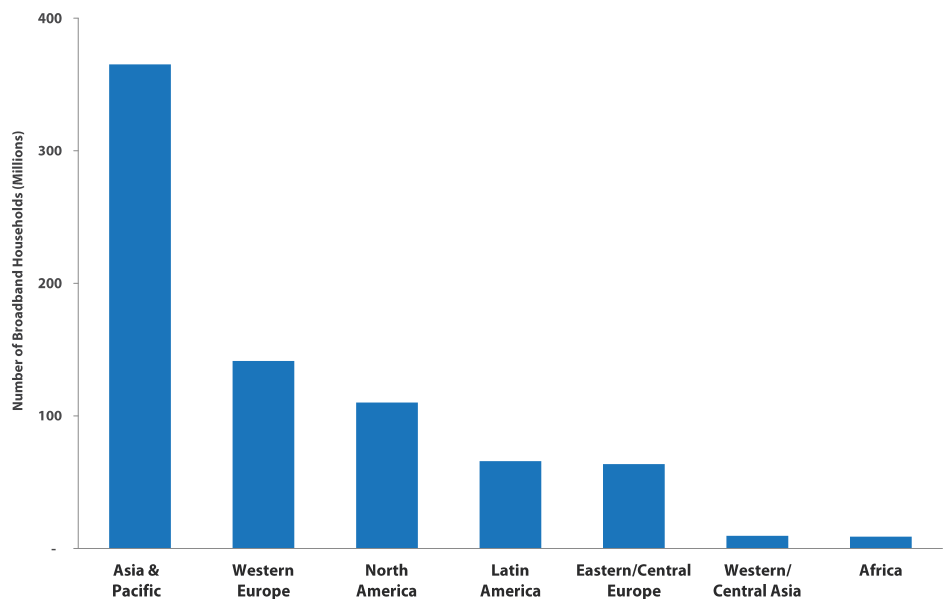
By Jennifer Kent, Director, Research Quality and Product Development; Allen Weiner, Senior Research Analyst; Tom Kerber, Director of Research, Home Controls & Energy; Eddie T. Accomando, Research Analyst; Barbara Kraus, Director of Research; Glenn Hower, Research Analyst; Brett Sappington, Director of Research; Harry Wang, Director of Research, Health & Mobile Products; Brad Russell, Research Analyst; Patrice Samuels, Research Analyst; Hunter Sappington, Researcher

### Synopsis

This report provides an analysis of global digital lifestyle trends in service categories, including broadband, television, digital content, and digital health, as well as connected home product categories, including home networks and connected consumer electronics. It includes five-year forecasts for select product categories.

### Worldwide Broadband Adoption

**Broadband Households by Region (2015)**



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“Access to data services, including both fixed line and mobile data, is a key element in the growth of the connected home. Bigger pipes, faster connections, and greater availability pave the way for data-driven innovations in entertainment, communications, automation, healthcare, and other areas,” said Brad Russell, Research Analyst.

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Timeline of the Connected Lifestyle  
 Home Entertainment Device Ownership  
 Adoption of Home Entertainment Devices by EU Country  
 OSI Model for SEP 2.0, Home Area Networks  
 Use of Smartphone Voice Recognition Software  
 Forecast of Gaming Console Unit Sales by Region (2015 - 2020)  
 Forecast of Worldwide Pay-TV Subscriptions by Region (2015 - 2020)  
 Forecast of Households Owning a Smart Home Controller (2015 – 2019)  
 Smart Home Energy Management Ecosystem  
 Forecast of Smart Thermostats Sold with Security Systems (2012-2019)  
 Forecast of Professionally Monitored Security Systems with Smart Home Control (2014 – 2019)  
 Forecast of Connected Light Vehicles in the U.S. (2015-2019)  
 Forecast of Connected Fitness Tracker Unit Sales by Region (2015 – 2020)

### List of Companies

1byone	Logitech
2gig	Luma
Adidas	Lutron
ADT	Magic Leap
Akamai Technologies	Microsoft
Alarm.com	MyFitnessPal
Alibaba	MyFox
AllJoyn	Nest
AllSeen Alliance	Netgear
Amazon	Nike
American Standard	Nvidia
Apple	Oculus
Arrayent	OIC
August	Online Trust Alliance
Ayla	Open Web Application Security Project
Baidu	Orange
Belkin	Philips
BeON	Piper
British Telecom	PlayStation
Broadband Services	Qualcomm Ventures
Canary	Reebok
CES Securifi	Robotbase
Chime	Roku
Cloud Security Alliance	Samsung
Comcast	Sharp
Deutsche Telekom	SimpliSafe
Ecobee	SmartThings



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Facebook	Sony
Fitbit	Tencent
Flyby Media	Thread
Ford	Toyota
F-Secure	Under Armour
GE	Valve
Genivi	Vivint
GM	Warner Brothers
Google	Wink
Honeywell	Xbox
HTC	Xfinity Home
IBM	Xively
IFTTT	ZigBee
INSTEON	Zonoff
iSmartAlarm	Z-Wave
Jawbone	

Attributes	
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