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By Dina Abdelrazik, Research Analyst; Denise Ernst, Senior Analyst; Kristen Hanich, Research Analyst; Jennifer Kent, Director, Research Quality & Product Development; Chris O'Dell, Marketing Associate; Brad Russell, Research Director, Connected Home; Patrice Samuels, Senior Analyst; and Hunter Sappington, Researcher, Parks Associates

<p><b>Synopsis</b></p> <p>This report provides a big-picture assessment of the markets serving consumers' connected lifestyle. It evaluates trends in service categories, including broadband, television, digital content, residential security, and connected health and wellness, as well as connected home product categories, including home networks, smart home devices, and connected consumer electronics. It includes five-year forecasts for select product categories.</p>	<p style="text-align: center;"><b>Smart Home Adoption</b></p> <p style="text-align: center;"><b>Smart Home Device Ownership</b> U.S. Broadband Households</p> <table border="1"> <caption>Smart Home Device Ownership Data (Estimated)</caption> <thead> <tr> <th>Quarter</th> <th>Own any remotely monitored Internet-connected device in the home (%)</th> <th>Own at least one listed smart home device (%)</th> </tr> </thead> <tbody> <tr> <td>Q4/2014</td> <td>9</td> <td>8</td> </tr> <tr> <td>Q4/2015</td> <td>19</td> <td>17</td> </tr> <tr> <td>Q4/2016</td> <td>26</td> <td>17</td> </tr> <tr> <td>Q4/2017</td> <td>32</td> <td>26</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Quarter	Own any remotely monitored Internet-connected device in the home (%)	Own at least one listed smart home device (%)	Q4/2014	9	8	Q4/2015	19	17	Q4/2016	26	17	Q4/2017	32	26
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<p><b>Publish Date:</b> 2Q 18</p>	<p>“The smart home and IoT landscapes have grown year-over-year, with three-fourths of U.S. broadband households now owning an internet-connected entertainment device and more than 20% owning at least one smart home device. However, the adoption of some connected consumer device categories still need to overcome barriers such as low familiarity, high pricing, and lack of value propositions to cross the chasm from early adopters to the mass market,” said Jennifer Kent, Director, Research Quality &amp; Product Development, Parks Associates.</p>															
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List of Companies	
Ada Health	LifePod
ADT	Mapbox
Affectiva	Meritage Homes
Alibaba	Microsoft
Amazon	Nest
Apple	Netatmo
Asurion	Netflix
AT&T	Netgear
Baidu	Nintendo
Bed Bath and Beyond	Orbita
Berkshire Hathaway	Panasonic
Best Buy	Philips
Bosch	Roku
Comcast	Samsung
CSS Corp	Sonnen
Disney	Sony
ecobee	Spotify
Energiesprong	Sprint
Facebook	Telstra
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