

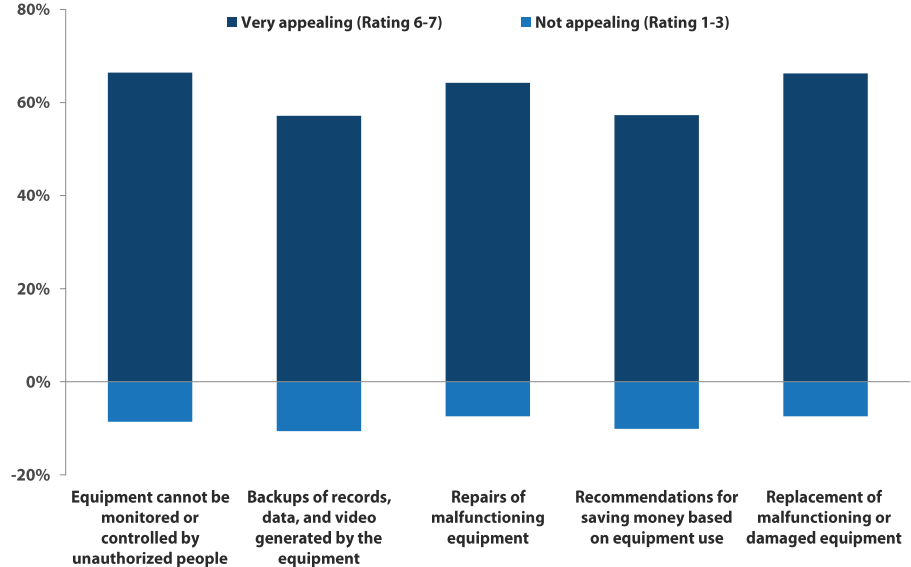
Synopsis

This report highlights the impact of IoT on broadband households and the connected consumer, including the added complexities, increase in bandwidth demands, and new security and privacy concerns. It examines how technical support services, tools, and business models should evolve in order to meet the new demands of IoT. The report includes a forecast for the support of emerging devices in U.S. households.

Consumer Interest in Smart Home Support Services

Smart Home Devices: Appeal of Support Services

Smart Home Device Owners in U.S. Broadband Households



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“Consumers face challenges as they embrace new technical products and services,” said Patrice Samuels, Research Analyst, Parks Associates. “Consumer technology brands need to be aware of the current and potential technical needs of their consumers in order to build support strategies for customer onboarding, which will foster faster product adoption, stronger brand loyalty, and industry growth.”

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Forecast Methodology Professional Support Requests

Professional Support Requests - Smart Home Devices and Systems

List of Companies

ADT	LogicNets
Affinegy	Lowe's
AllSeen	Qterics
AT&T	Radialpoint
CafeX	Samsung
Comcast	Support.com
DECT	Time Warner Cable
DLNA	UPnP

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Z-Wave

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