

Monetizing Strategies for the Connected Home

KEYNOTES

11:45 – 18 NOV



“Pay-TV Strategies to Reach Connected Consumers”

Oliver Lewis, Senior VP, Product Management, Sky Deutschland

16:00 – 18 NOV



ERICSSON

“Cars: Just Another Connected Device?”

Ken Durand, Vice President, Innovation and Business Development, Ericsson

11:45 – 19 NOV



icontrol
NETWORKS

“Fireside Chat—Winning Strategies for the Smart Home”

Jon Carter, UK Head of Business Development - Connected Home, Deutsche Telekom AG

Greg Roberts, Vice President, Marketing, Icontrol Networks

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CONNECTIONS™ Europe: Monetizing Strategies for the Digital Home focuses on the connected home ecosystem and the Internet of Things as it relates to the connected consumer in Europe and around the world. connectionseurope.com

Parks Associates Research Highlights

SMART HOME PRODUCTS & SERVICES

11% of Spanish, 9% of U.K., and 5% of German broadband households report ownership of a home control system.

25% of broadband households in the U.K., Germany, and Spain find individual smart home devices “very” appealing, with smart devices such as smoke, water, and CO detectors as the most appealing.

22% of broadband households in Germany, 30% in Spain, and 34% in the U.K. are interested in purchasing a smart home package.

80% of broadband households in the U.K., Spain, and Germany rank home security companies as one their preferred providers for a smart home system.

TECH SUPPORT SERVICES

Over 80% of Spanish broadband households, 70% in Germany, and 54% in the U.K. regularly experience problems with their connected devices.

The most common problem is difficulty connecting to wireless connections; 36% of Spanish consumer also commonly have problems with viruses or spyware.

Approximately 10% of broadband households in the three countries have paid for technical support in the past 12 months; 28% have paid for antivirus software.

Approximately 20% of British and Spanish consumers are interested in technical support service features, but few are willing to pay £9.99, or €9.99, for a subscription.

VIDEO SERVICES

One-half of smartphone and tablet owners in the U.K., Germany, and Spain search for video content using their mobile device.

86% of broadband households in Germany, 52% in Spain, and 78% in the U.K. subscribe to pay-TV services.

In all three countries, the primary TV is shared between 2-3 people, but only one-fifth of TV owners are “very” interested in having a separate viewing profile for each person using the set.

British consumers spend nearly 50% more time watching video on a TV than Spanish consumers and nearly 100% more than Germans.

CONNECTED CE

More than 40% of broadband households in Germany and Spain own a smart TV, while U.K. adoption is 33%.

Over the next 12 months, the average Spanish broadband households plans to purchase four new CE devices. Broadband households in Germany plan to purchase 3.2 devices, and broadband households in the U.K. plan to purchase 3.1 devices.

55% of U.K. broadband households have a set-top, compared to 36% in Spain and 20% in Germany.

54% of broadband households in Germany and more than two-thirds of broadband households in Spain and the U.K. have a connected CE device connected to the Internet.

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RESEARCH AVAILABLE

Consumer Research Surveys & Analysis of International Broadband Households

Emerging Power of IoT in Europe

Emerging IoT Opportunities in Asia-Pacific

Emerging Power of IoT in Canada

Industry Reports Market Trends, Player Profiles, & Forecasts

Under Attack: Assessing New Threats to Pay TV

Top-Quality Video: The Emergence of 4K (and 8K)

Wearable Computing: Fitness and Health in Style

The Internet of Things: Business Models & Opportunities

Tech Support: International Market Opportunities

Digital Engagement of Consumers: Home Energy Management

FREE RESOURCES

Whitepapers

“Smart Home Ecosystem: IoT and Consumers”

www.parksassociates.com/smart-iot

Industry Webcasts

“Smart Home Strategies and Partnerships for Energy Utilities” REGISTER TODAY

Tuesday, December 2

www.parksassociates.com/utilites-smart-home

Newsletters

Sign up for industry newsletters at www.parksassociates.com/newsletter

European Connected Consumer:

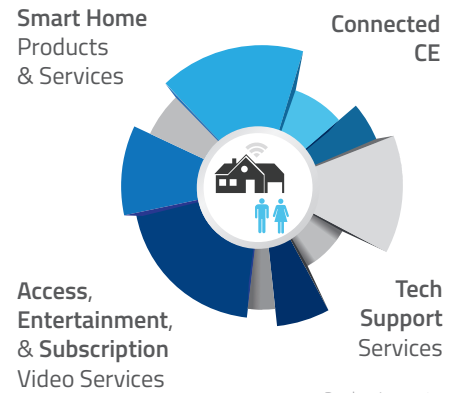
Adoption Among Broadband Households:

Internet-connected CE	Programmable Thermostats
54% Germany	13% Germany
69% Spain	30% Spain
67% The U.K.	27% The U.K.

Gaming Consoles	Tablets
50% Germany	48% Germany
71% Spain	61% Spain
59% The U.K.	62% The U.K.

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Research for all Aspects of the Connected Home



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Parks Associates' UPCOMING EVENTS



CONNECTIONS™ Summit at CES

January 6, 2015
Las Vegas, NV

CONNECTIONSSummit.com



Smart Energy Summit: Engaging the Consumer

February 16-18, 2015
Austin, TX

SES2015.com



CONNECTIONS™: The Premier Connected Home Conference

May 19-21, 2015
San Francisco, CA

CONNECTIONSUS.com



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