

Parks Associates provides analysis, consumer research, and forecasts in the following areas:

Parks Associates at IP&TV World Forum

March 20-22, 2012 | London
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March 20

Arthur Baanders, European Research Associate, Parks Associates, is discussing "OTT Business Models: Monetization of Internet Video" at the Analyst Breakfast Briefing, 8:15 GMT.

Brett Sappington, Director of Research, Parks Associates, is chairing the track "Network And Architectures For TV: Optimising Networks For Hybrid, Cable & OTT," 12:00 – 18:20 GMT.

March 21

Brett Sappington, Director of Research, Parks Associates, is participating in the OTT Strategy Summit: Managing the New User Experience (co-located with IP&TV World Forum), hosted by Irdeto, 08:00 – 10:00 GMT, Stream room, Olympia 2, Level 1, Olympia Exhibition Center.

Mr. Sappington is chairing "Panel Debate: Delivering and Seeing the Returns on OTT Multi-Screen Services."

March 22

Arthur Baanders, European Research Associate, Parks Associates, is chairing the track "Managing The New User Experience: Digital Home," 11:30 – 17:20 GMT.

Parks Associates' 2012 Events

CONNECTIONS™ at TIA 2012

June 5-7 | The Gaylord Texan, Dallas, TX
CONNECTIONSUS.com

Hosted by international research firm Parks Associates, CONNECTIONS™ at TIA 2012 focuses on innovative solutions for the connected consumer and leading strategies to monetize digital content, mobile applications and services, value-added services, connected consumer electronics, and home systems.



CE Forecasts

- **Worldwide sales of connected CE**—including smartphones and tablets—will grow from approximately 650 million units in 2011 to nearly 1.7 billion by 2015.
- **Worldwide sales of video and audio connected CE products** will grow from approximately 290 million units in 2012 to more than 760 million units by 2016.

Smart TVs

- **43 million U.S. households** will have a smart TV by the end of 2012.
- **Consumer demand** for Internet connectivity in an advanced TV is nearly double the demand for 3D capabilities.

Tablets

- **There will be 30 million tablets** sold in the U.S. in 2012.
- **Over 60%** of U.S. tablet owners use the device weekly to listen to music.
- **Almost one-third** of U.S. tablet owners are using the device to search for show-related information while watching TV.

Advertising

- **U.S. mobile ad revenue** reached approximately \$850 million in 2011 and will reach \$2.1 billion in 2015.

Energy

- **Approximately 20%** of the broadband households in France, Germany, Italy, Spain, and the U.K. are interested in a home energy management service.

Smartphones

- **There will be over 200 million smart-phone users** by the end of 2012.
- **Android users are less likely** to spend money on games, but they spend more than iPhone users: 51% of iPhone users buy games vs. 19% of Android users. BlackBerry users spend the most on a monthly basis (\$18), followed by Android (\$13) and iPhone owners (\$10).

Broadband & Video in Europe

- **Germany** is Western Europe's largest broadband market with over 26 million homes subscribing and a penetration rate of over 66%.
- **About 10% of German broadband households** view TV shows and movies on desktop and laptop computers.
- **The U.K.** has the highest percentage of consumers in broadband households (6%) subscribing to a disc rental plus a streaming service.
- **Over 80% of households in several Western European countries**, including Switzerland, the Netherlands, Sweden, Denmark, and Norway, subscribe to fixed-line broadband services.
- **20% of French broadband households** purchase an online video offering weekly, and 17% of broadband households "rent" weekly.
- **Over 40% of homes in Poland** subscribe to fixed broadband services.

Blog: parksassociatesblog.com
Phone: 972.490.1113
Twitter ID: @ParksAssociates

Twitter: twitter.com/ParksAssociates
Stand G44

PR CONTACT: Holly Sprague: hsprague@gmail.com, twitter.com/hollywsprague