

## About Consumer Analytics

Consumer Analytics is a research service that includes ongoing access to Parks Associates primary consumer research on specific topics.

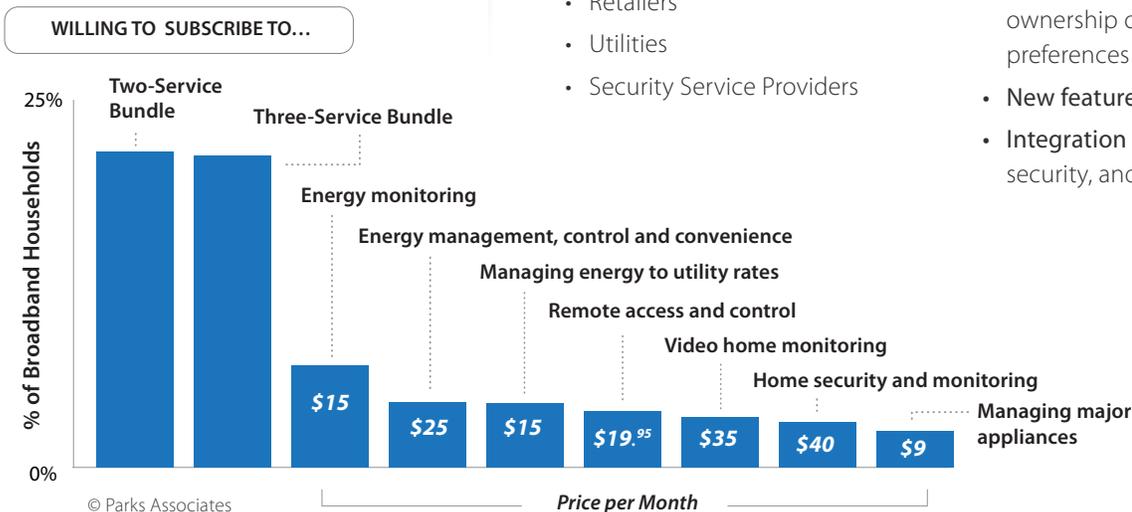
## Consumer Analytics Service

Parks Associates surveys more than 30,000 consumers in the U.S. and around the world each year to measure adoption, attitudes, and future purchase intentions for advanced products and services.

- Twelve-month Subscription Service
- Four Quarterly Market Focus
- Clients can submit questions of their own design for inclusion into surveys throughout the year and suggest a topic for a future Market Focus.
- Four Analyst Inquiry Hours
- Client Service Membership
  - Access to Monthly Webcasts
  - 20-30% Discount to Attend Parks Associates workshops and events

## Willingness to Subscribe to Energy Services Individually vs. Bundles

(U.S. Broadband Households)



# Home Energy Management

## Guiding Strategies for Engaging Consumers in Energy Management Solutions

### CONSUMERS JUDGE

ENERGY MANAGEMENT SOLUTIONS BY THEIR CONVENIENCE AS MUCH AS THEIR EFFICIENCY.

The proliferation of connected devices and home monitoring and control services offered by security and broadband service providers is expanding the scope and capabilities of home energy solutions. This service clarifies consumer demand for new energy services in the home, including how much they are willing to pay, and provides ongoing recommendations for multiple industry players regarding consumer demand, marketing tactics, business models, and partnership opportunities.

### Research Focus

- Customer interaction opportunities
- Partnership opportunities and new revenue sources
- Cloud services
- New channel distributions
- Evolution of HAN and independent offerings
- Changing roles of utilities, service providers, and retailers
- Real-time control to balance usage
- Adding value through connectivity and new services
- IP-based communication standards

### This Service Benefits

- Broadband Service Providers
- OEMs and Hardware Manufacturers
- CE Manufacturers
- Appliance Manufacturers
- Home Controls and Automation Companies
- Software and App Developers
- Retailers
- Utilities
- Security Service Providers

### Sample Market Focus Topics

- Value proposition to the consumer and new marketing tactics
- Segmentations of consumer market
- The impact of security as a bundled value-added service
- Perception of new products and services, including utility-based HAN and independent solutions
- The impact of factors like CE ownership on consumer energy preferences
- New features differentiating products
- Integration of energy with controls, security, and other related services

- › Access and Entertainment
- › Connected CE and Platforms
- › Connected Home Systems and Services
- › Digital Health
- › Digital Home Support Services
- › Digital Media
- › **Home Energy Management**
- › Mobile and Portable

Consumer Analytics is structured to provide the benefits of custom research with the costs shared among multiple participants. Participants have input into the surveys, with options to submit customized questions and add countries to expand the project scope.

## Market Focus

A Parks Associates Market Focus (PowerPoint format) features analysis, findings, and recommendations based on the firm's ongoing consumer surveys. Each Market Focus covers a key topic or emerging trend within Parks Associates' areas of coverage, which encompass all aspects of connected consumer electronics, digital media distribution, the connected home, and mobile consumers.

### A Market Focus includes the following elements:

- **Data points drawn** from multiple Parks Associates consumer surveys
- **Key Findings and Recommendations**—research summary with recommendations for industry players
- **Market Overview**—a concise illustration of the current market context including adoption and usage trends, consumer attitudes, purchase intentions, and purchase preferences
- **Market Focus Analysis**—a presentation of Parks Associates' latest data and analysis on the topic:
  - **Trends**—what are the emerging adoption & usage patterns
  - **Demand**—who and how many would buy, what would they buy, and why
  - **Reaction**—how would consumers react to potential market changes

## Methodology

Parks Associates conducts statistically significant surveys every two months, starting with a survey of 10,000 U.S. households in January, followed by surveys of 2,500 households every other month through the end of the year. Each Market Focus contains relevant data from these surveys to highlight important trends and market conditions.

The Consumer Analytics team designs each survey to allow for direct and accurate comparison of survey results over time, connecting intentions and preferences to actual purchase and usage behaviors. This process allows Parks Associates to make an accurate assessment of purchase intentions, correlated to product and service preferences, in forecasting future consumer actions and adoption.

## More Information

Contact **972.490.1113**, [info@parksassociates.com](mailto:info@parksassociates.com), or visit [www.parksassociates.com](http://www.parksassociates.com).

### Factors Expanding the Market

for home energy services and creating opportunities for multiple players.

1. DEPLOYMENT OF SMART METERS
2. ADOPTION OF CONNECTED & MOBILE CE
3. PROLIFERATION OF IP
4. DEVELOPMENT OF INDUSTRY STANDARDS

