

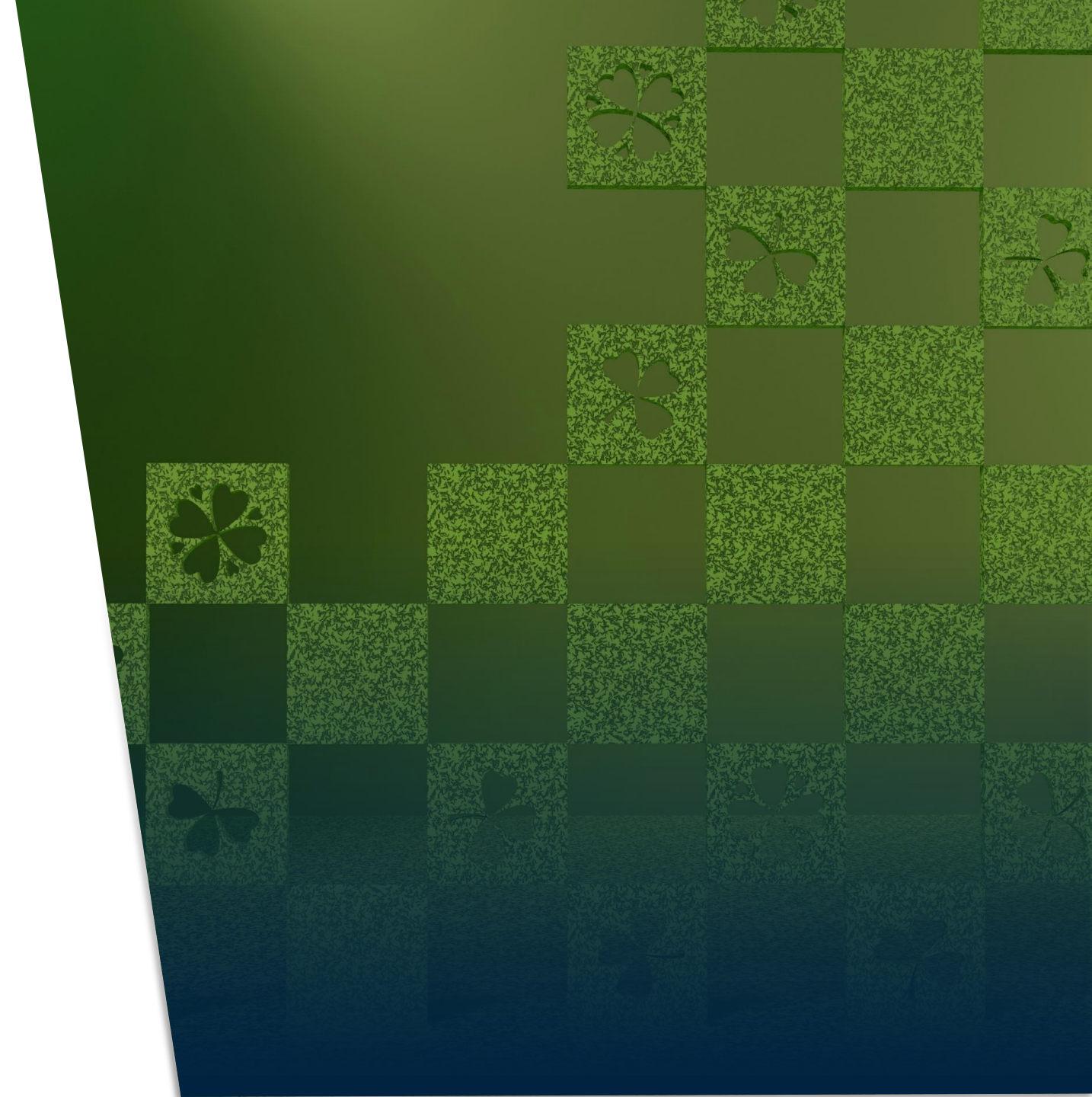


# Present & Future of Smart Home & Building IoT

April 2025

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Prepared for Wi-Fi NOW



# CORE RESEARCH AREAS

## Smart Home

Security, Health, Energy Devices

Standards & Integration

Smart Home Platforms & Services

Advanced Tech: AI, ML, & Voice

## Security

Systems & Devices

Installation

Channels

Monitoring & Response

## Consumer Electronics

Computing & Mobile Devices

Wearables & Health Devices

Home Networking

Digital Media by Platform

## Multifamily & Smart Spaces

Broadband, Wi-Fi, & Connectivity

Integration of IoT

Operations & Building Management

Resident Amenities

## Pay TV & Streaming Video

Consumer Use & Preferences

Subscriber Estimates

Ad-Based Service Viewers

Streaming Platform Comparisons

## Broadband & Mobile

Service Provider Share

Fixed & Wireless

Bundling: ARPU & New Services

Customer Preference & Satisfaction

## Small & Medium Business

Broadband and Network

Connected Products, Devices & Services

Security & Energy

IT, Support, and Cyber

## Connected Health & Independent Living

Seniors, Caretakers, and Aging in Place

Personal Emergency Response  
Systems (PERS)

Senior Living

# A Race for Differentiation and Expanded Value

**One**

**Trends & Competitive  
Landscape**



**Two**

**Evolving Service  
Models & Consumer  
Behavior**



**Three**

**In-Home  
Connectivity and  
Support**



# Navigating the Industry's Biggest Challenges



How to serve an **increasingly mainstream** end-user?



How can consumer IoT business units **operate profitability?**



What is my **competitive edge** in the AI arms race?



How do **standards efforts** unlock **new opportunity** – or competition?



What market **segments are ripe** for expansion?



How can I **leverage my assets** to better serve other ecosystem players?

# All Home Ecosystems Are Part of the Future of Services

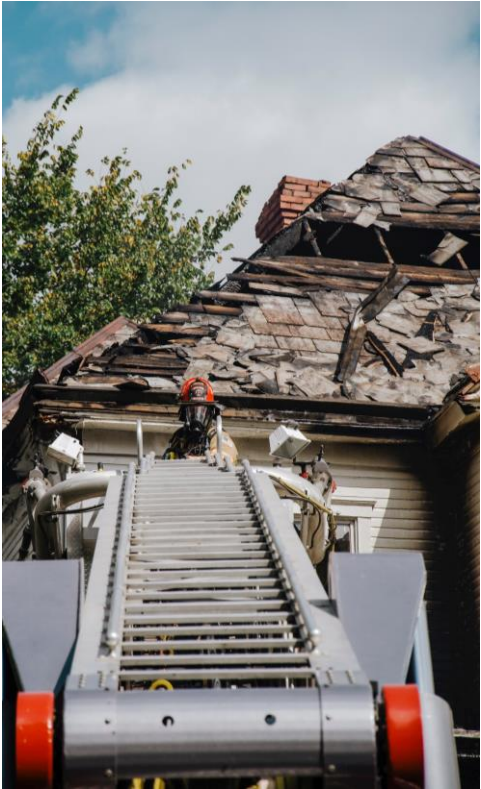
**HVAC Services**



**Senior Support**



**Fire Monitoring**



**Networking**

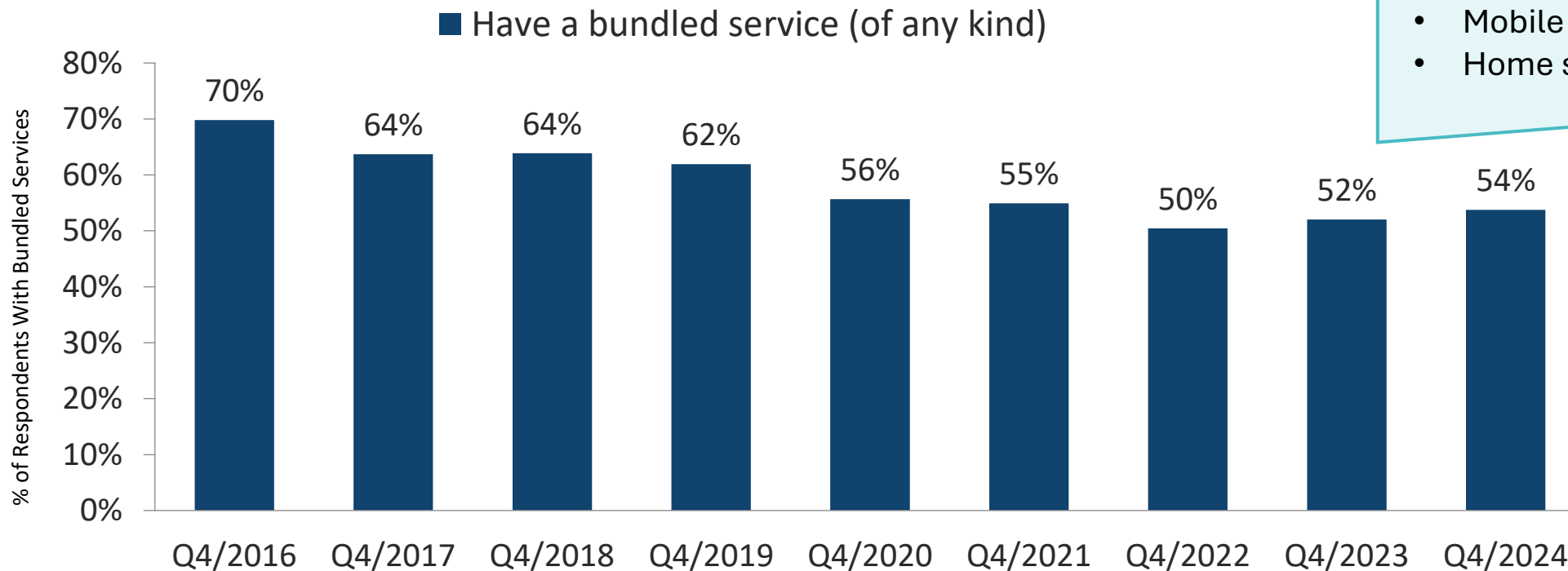


**Install & Support**



# Traditional Bundles on the Decline YOY

## Adoption of Traditional Bundled Home Internet Service



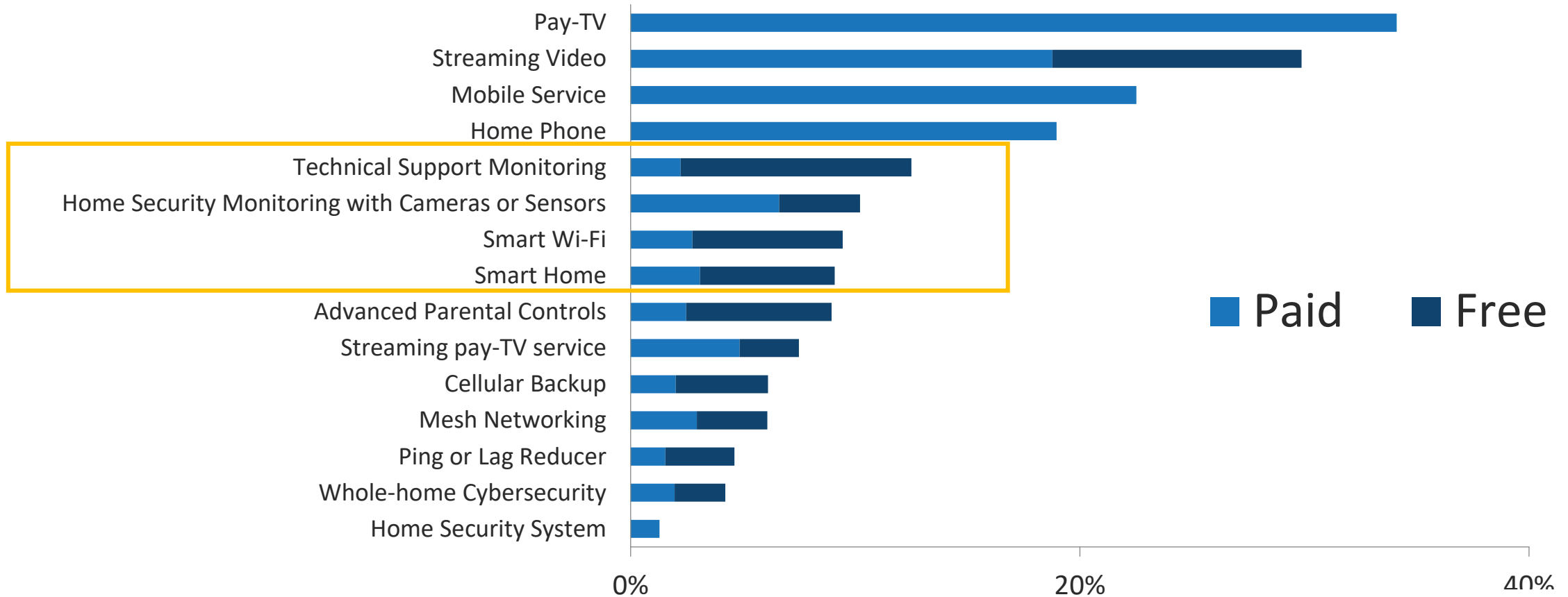
**Traditional bundle: 2+ home services from same provider:**

- Home internet
- Pay-TV
- Home phone
- Mobile
- Home security services

\* Note that in Q1 2022, Parks Associates revised its methodology; Q2 2021 and onwards represent home internet households, excluding mobile-only households.

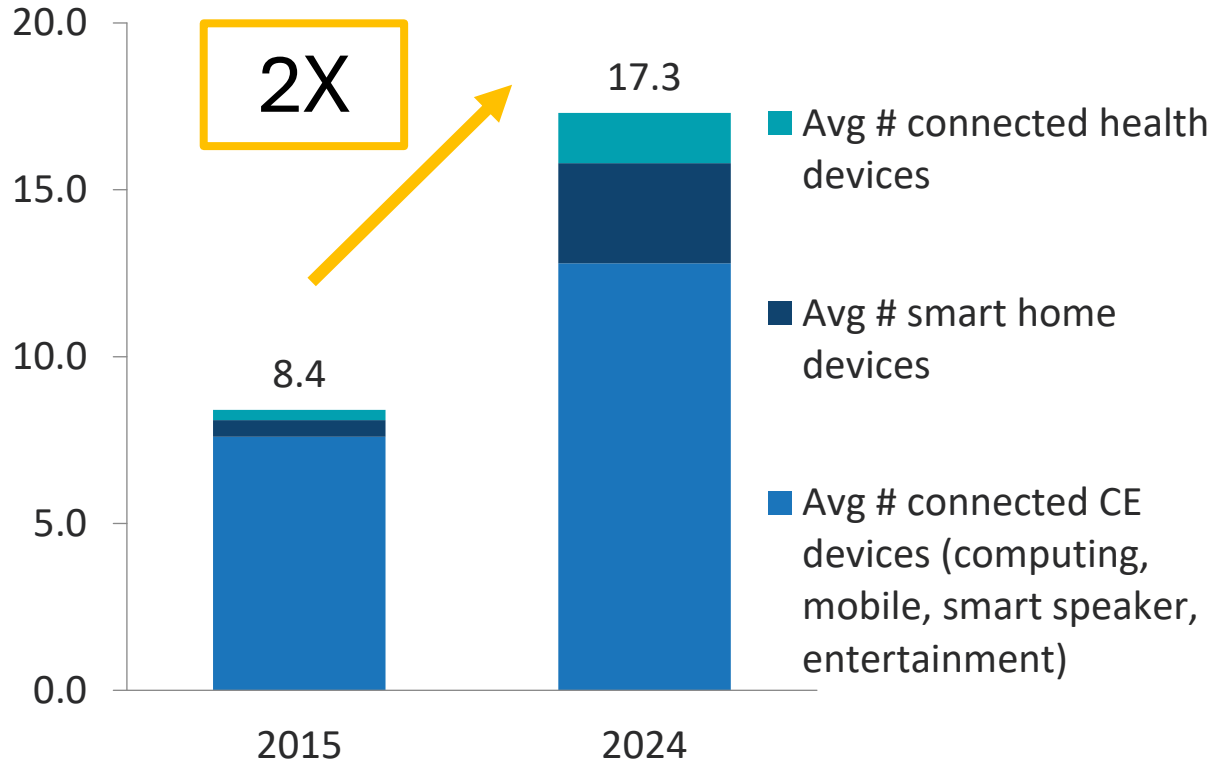
# Growing Uptake of Next-generation Value-added Services

## Services Bundled With Home Internet

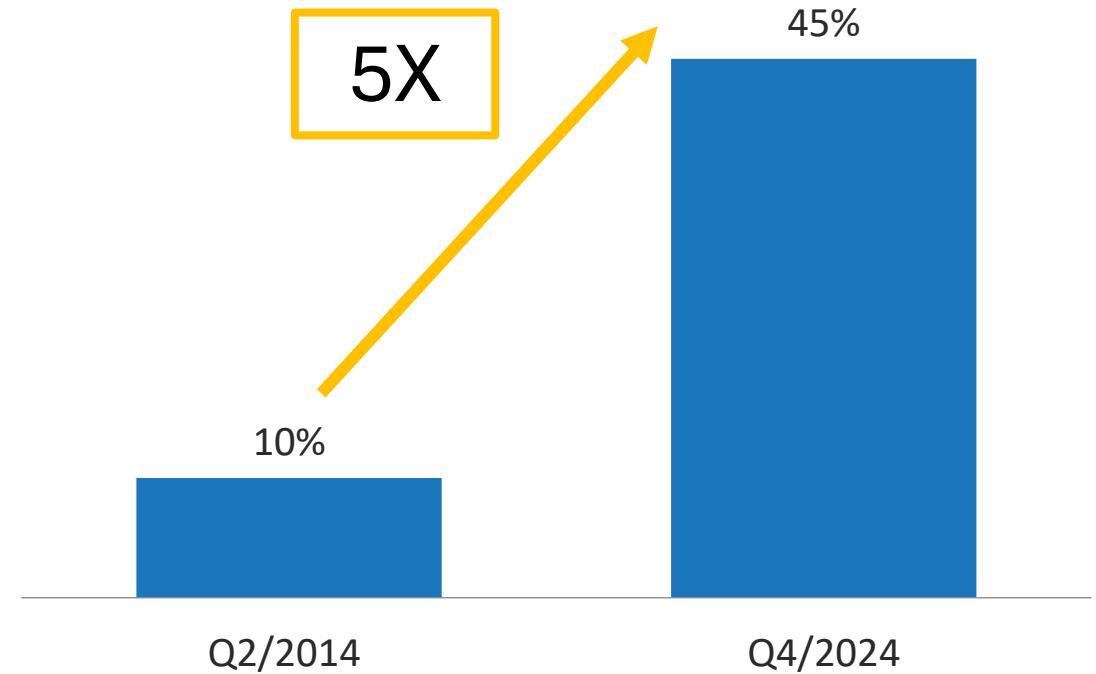


# Devices at Home Doubled in a Decade

## Average Number of Connected Devices Per US Internet Households

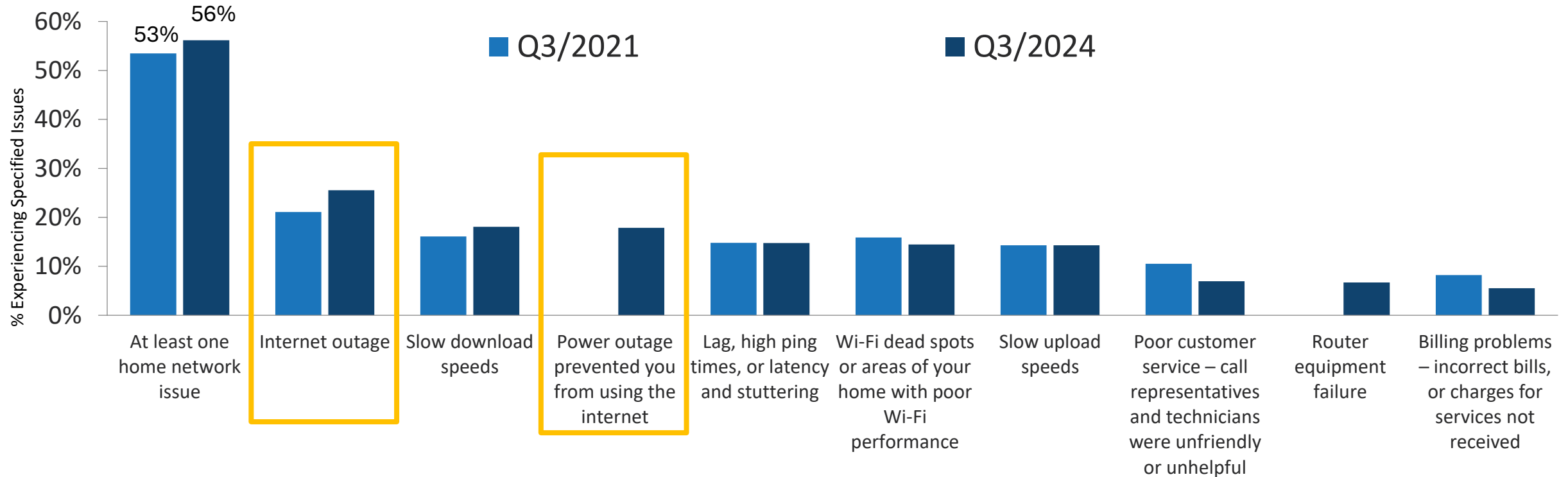


## Smart Home Device Ownership



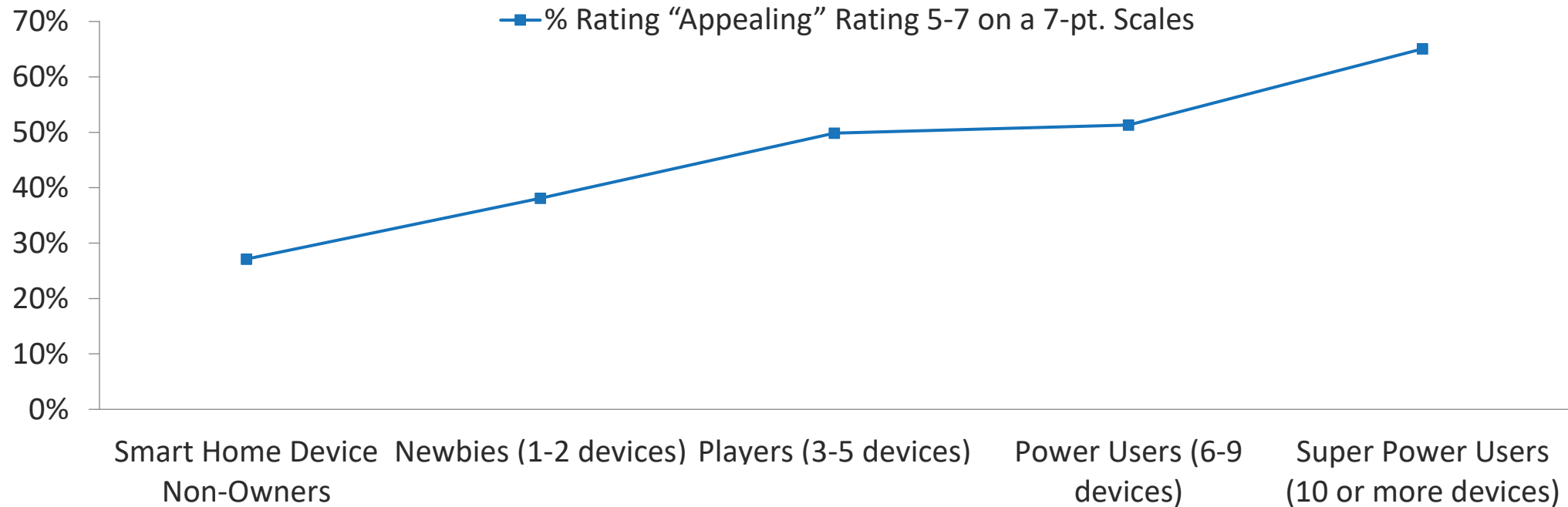
# More Home Network Problems Now vs 2021

## Home Internet Service Issues Experienced in Past 90 Days



# More Devices Owned, the More Appealing Support Service

## Appealing Level of a Home Technology Support Service by Smart Home Ownership Segment



# Tailwinds for ISPs as Super Service Providers Aggregators



- Existing subscription/billing relationship
- Consumer demand for value added services
- Relationships with entertainment providers and retailers
- Strong competition between MSOs and carriers
- Consumer trust



## Elizabeth Parks

President and CMO  
Parks Associates

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**PARKS**  
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Providing Market  
Intelligence since 1986

# THANK YOU!

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## About Parks Associates

Our long-term understanding and insights into the connected home markets provide meaningful analysis to the diffusion of new products and services.

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