

SMART ENERGY
SUMMIT
engaging the consumer

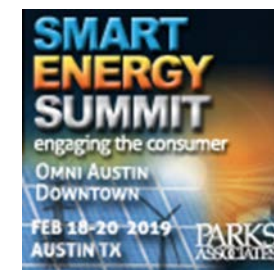
FEB 18-20 2019
AUSTIN TX
OMNI AUSTIN DOWNTOWN

HOSTED BY
PARKS ASSOCIATES



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39th PLMA Conference

May 13-15, 2019 in Minneapolis, MN



Registration Now Open

*Learn more at www.peakload.org/39th-plma-conference
and www.parksassociates.com/events/smart-energy-summit*

PLMA Load Management Dialogue co-hosted by Smart Energy Summit

Smart Home and Demand Response: Impact of BYOD, Voice and Renewables



Denise Ernst
Parks Associates



Richard Philip
Duke Energy
PLMA Group Co-chair



Olivia Patterson
Opinion Dynamics
PLMA Group Co-Chair

About Parks Associates

30+ year history focused on consumer technology market

Survey 10,000 U.S. broadband households each quarter

Serve 500+ companies with research and consulting

2,000+ executives attending Parks Associates event

Core Research Areas

Smart Home:
Management & Safety

Connected CE
& Entertainment

Small/Medium
Business (SMB)

Home Security

CE Devices
& Mobility

Support Services

Smart Home Products
Devices & Services

Entertainment
Content

Bring your own
Devices (BYOD)

Smart Energy
Management

Broadband &
Entertainment Services

Cloud Services

Support Services

Wellness &
Independent Living

Join Parks Associates at Upcoming Events

Smart Energy Summit: Engaging the Consumer

February 18-20, 2019
Austin, TX



CONNECTIONS™ Europe: Strategies for the Smart Home and Consumer IoT

November 2019
Amsterdam, The Netherlands



CONNECTIONS™: The Premier Connected Home Conference

May 21-23, 2019
San Francisco, CA



Future of Video: OTT, Pay TV, and Digital Media

December 2019
Marina del Rey, CA



CONNECTED HEALTH SUMMIT: Independent Living & Wellness

August 27-29, 2019
San Diego, CA



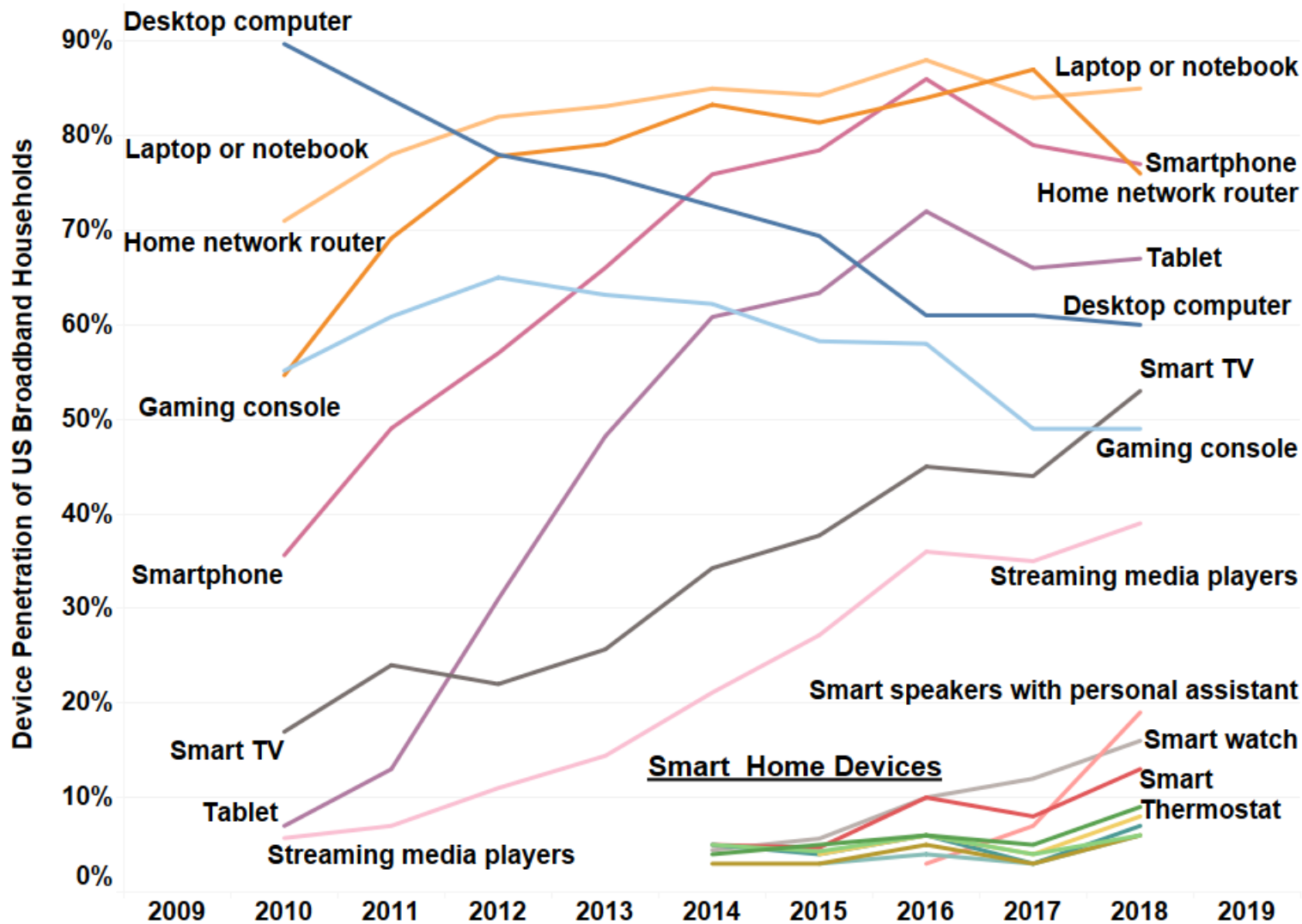
CONNECTIONS™ Summit at CES: Consumer IoT and Smart Home

January 2020
Las Vegas, NV

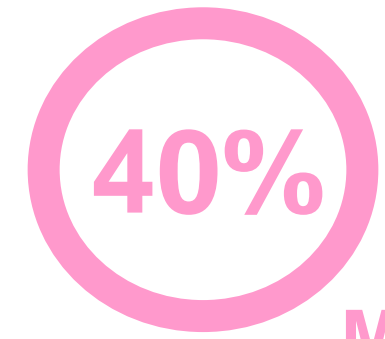


The Connected Consumer

Device Adoption in U.S. Broadband Households (2010 – 2018)



Smart TV



Streaming Media Player



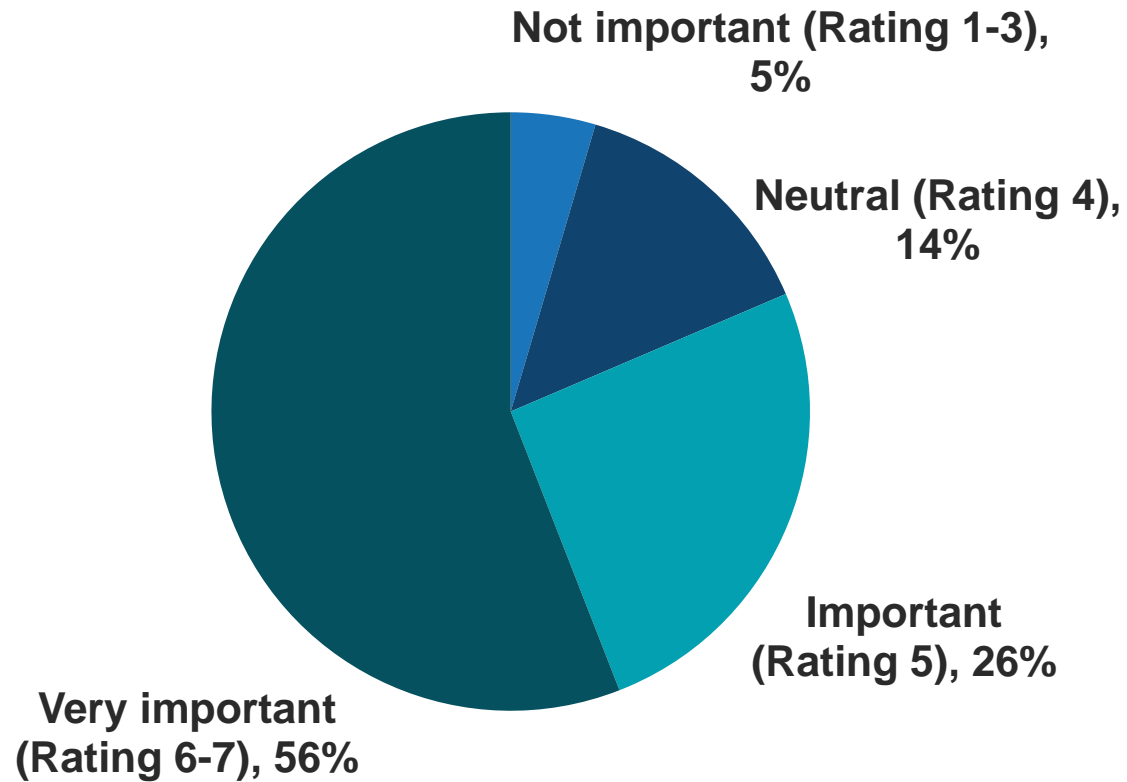
Smart Speakers

Smart Thermostat

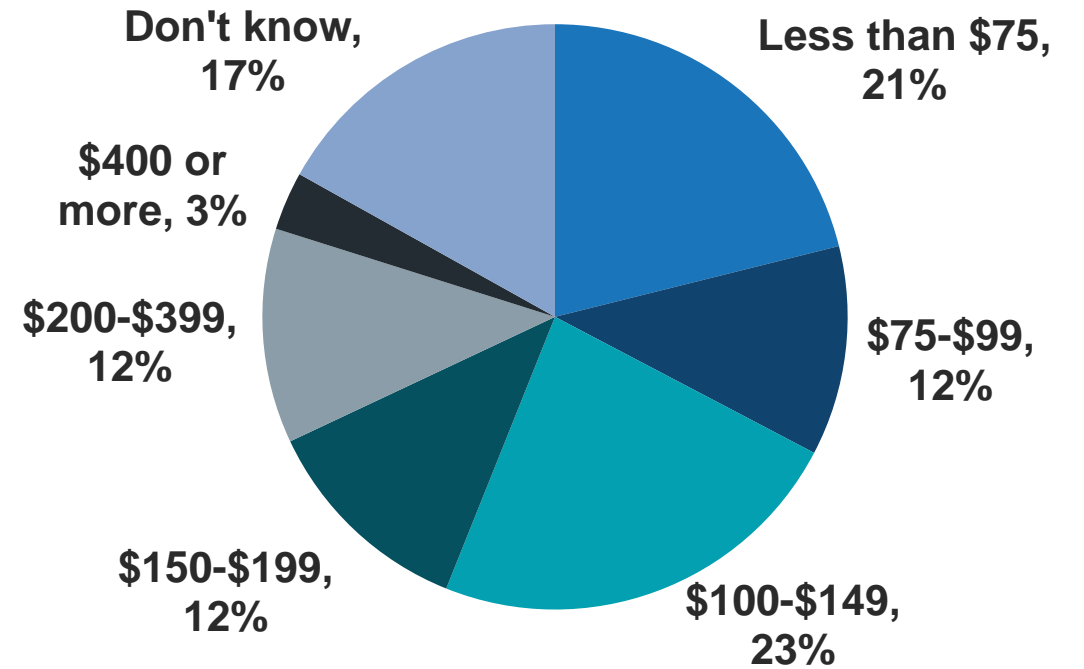


The Homeowners' Dilemma

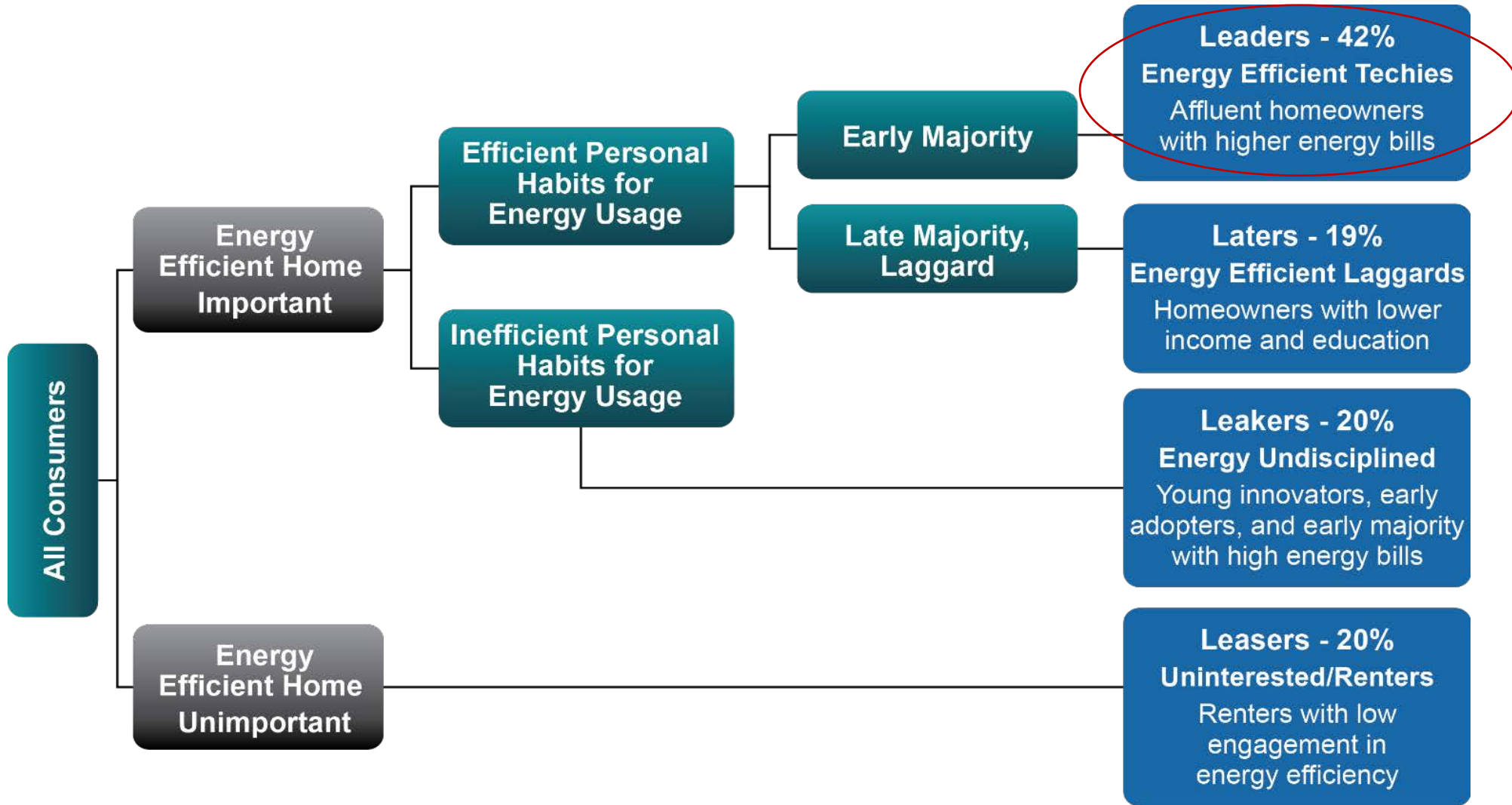
Importance of Having an Energy Efficient Home



Average Monthly Electricity Bill



Consumer Segmentation



High Efficiency Homes



10%
New 2017

61%
2016-2017
SF

3/10
NZ ZER ZNE

1,943,072
Total

5,256
SF (2017)

25%
Renewable



2,684
Partners

Title 24
2019

2X **10%**



Questions



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Parks Associates

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