

What Do Europeans Want in Connected Home Systems?

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Security ranks highly among the connected home features European customers prefer Parks Associates claims, following the publishing of the *IP Home Management Services in Europe* report.

The report covers the European IP-based home system and management service market and examines the business models for utilities, service providers and security companies.

"Adoption of broadband and connected devices provides conduits for many new applications into the home and different means to connect with consumers," the analyst continues. "Overall, European consumers rank traditional security capabilities high among their preferred connected home features, followed by energy management features. The diversity of consumer preferences among European countries opens the market for different business models and channel strategies."

Demands vary per country-- energy management is very popular in Denmark (due to high electricity costs) while security and home monitoring are popular entry-level features in the UK.

"Rank the three capabilities important to you. The ability to use a computer, mobile phone, or tablet to..."

 **U.K.**  **France**  **Germany**  **Belgium**



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IP Home Management Services in Europe