

PROJECT BACKGROUND

EXPLORING THE CONNECTED CONSUMER

How Internet connectivity is changing the way consumers engage with content, information and the world around them.

WHO WE SPOKE TO*

Qualitative analysts from Magid spoke to over 100 early adopters and prospects of IoT technologies who were men and women, ages 18-64. We recruited a mix of Pay-TV subscribers, cord cutters, and cord nevers.

WHAT THEY SAID

★ EARLY ADOPTERS:

FORGIVING AND DEMANDING

- High on smart home tech
- Skilled enough to make solutions work for them on their terms
- Have the wherewithal to work out the imperfections and pain points
- Being a connected consumer brings feelings of control, peace of mind, empowerment and excitement
- Aren't limited by privacy concerns—confident they can opt in and out of settings as they wish

🎯 IoT PROSPECTS:

EXCITED, YET HESITANT

- Have clear concepts and high hopes for smart home tech
- Desire user-friendly, more turnkey solutions
- Require immediate, tangible benefits to balance time and resources required for setup and adoption
- Will await second generation products and solutions to ensure a better experience
- Don't require explanations about security, but do expect transparency
- Renters report they would be more willing adopters if solutions catered to them

CURRENT USAGE

EARLY ADOPTERS HAVE CREATED CUSTOMIZED, CREATIVE, & UNIQUE IoT SOLUTIONS

1 THE MACGYVER EFFECT

Creating and utilizing custom wired & WiFi solutions within (and outside of) their homes

2 PERSONAL TOUCH

Customizing environment/situations to meet personal preferences through lighting, heat/cooling, & ambiance

3 CONTENT HACKS

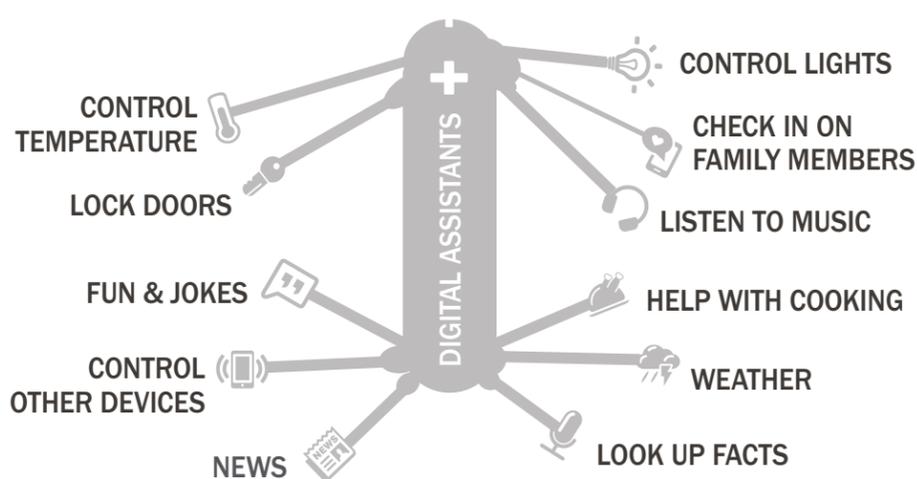
Setting up multiple integrated and new ways of watching video content

4 TRULY ASSIST ME

Adopting a host of connected devices and appliances to “make life easier” and “feel secure”

5 CREATIVITY

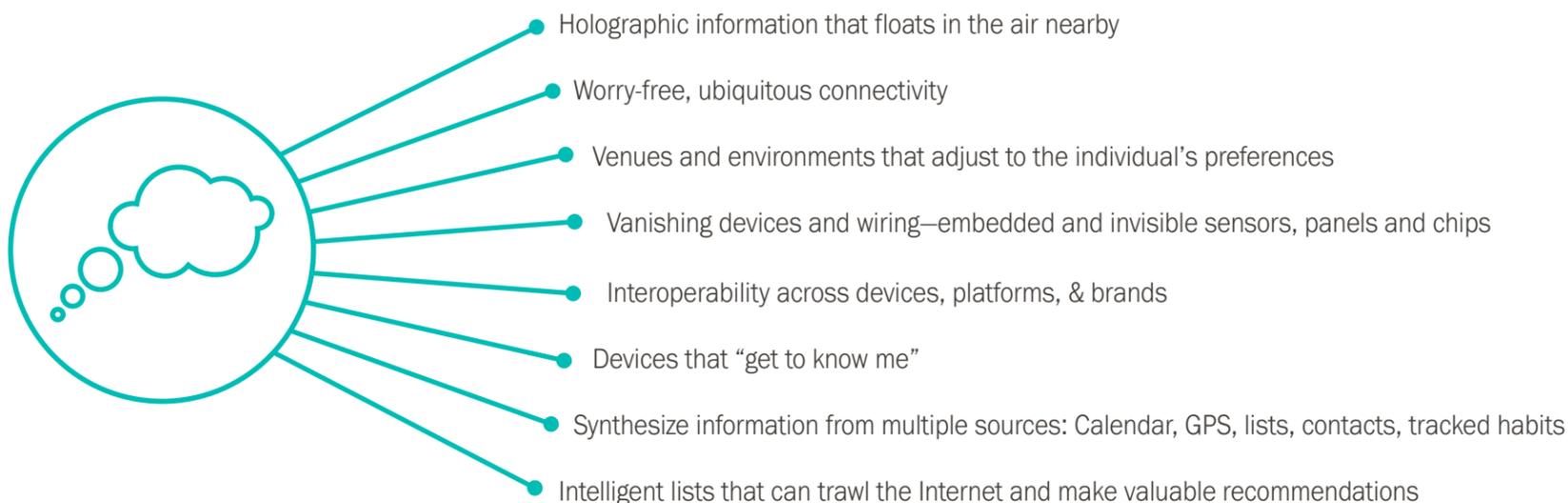
Integrating personal assistant devices into their lives in creative ways



THE FUTURE

MOVING FROM THE “INTERNET OF THINGS” TO THE “INTERNET OF INTELLIGENCE”

Aspirations of future connected consumers



IMPLICATIONS



A provider who is first to successfully enable consumer smart solutions will earn their trust.



The Internet of Intelligence will win with consumers.



Significant promise in voice controlled digital assistants as enablers of content and information discovery and exploring video content.



Social media is considered a viable platform for long-form video viewing.



Password sharing and access to impermissible content will continue to occur as widely adopted solutions are shut down.



Smart solutions have potential to address need for elder care and to support the physically challenged.



Smart home solutions for renters are an opportunity.



Smart and connected technologies have the potential to deliver many high-impact solutions beyond locks, lights and entertainment.



The best enabler will win.