

AUTOMOTIVE

BEAUTY

COMMERCIAL TECHNOLOGY

CONSUMER TECHNOLOGY

ENTERTAINMENT

FASHION

FOOD & BEVERAGE

FOODSERVICE

HOME

OFFICE SUPPLIES

SOFTWARE

SPORTS

TOYS

WIRELESS



## Home Audio, Video and Desire for Energy Efficiency

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*Executive Director*  
*The NPD Group, Inc.*

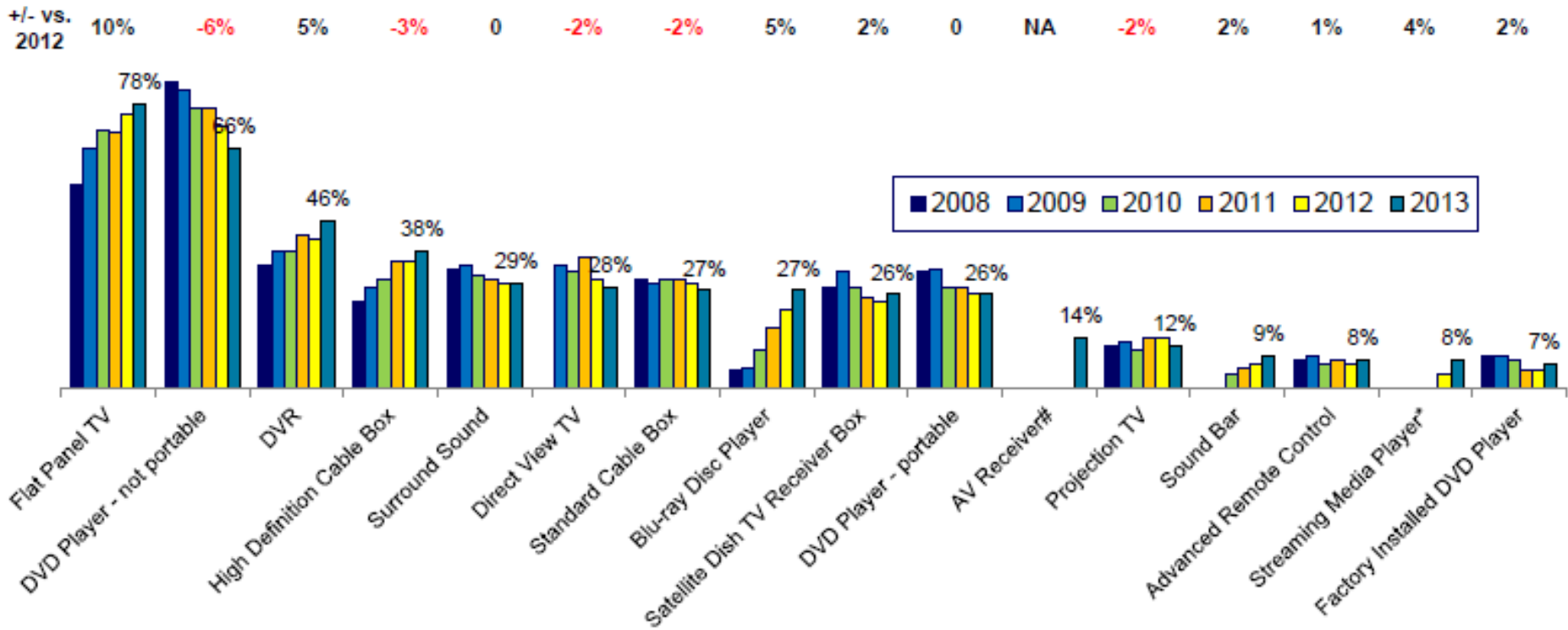


*Behind Every Business Decision*

- The NPD Group provides reliable and comprehensive consumer and retail information including:
  - Consumer tracking data
  - Custom topical studies
  - Point-of-sale data
  
- Retail point-of-sale data for consumer technology
  - Monthly, weekly basis
  - In many markets, tracking down to the market level
  - A variety of product attributes
  
- For some categories, like TVs, energy efficiency attributes include
  - Energy Star version
  - On mode, sleep mode power consumption
  - Screen size

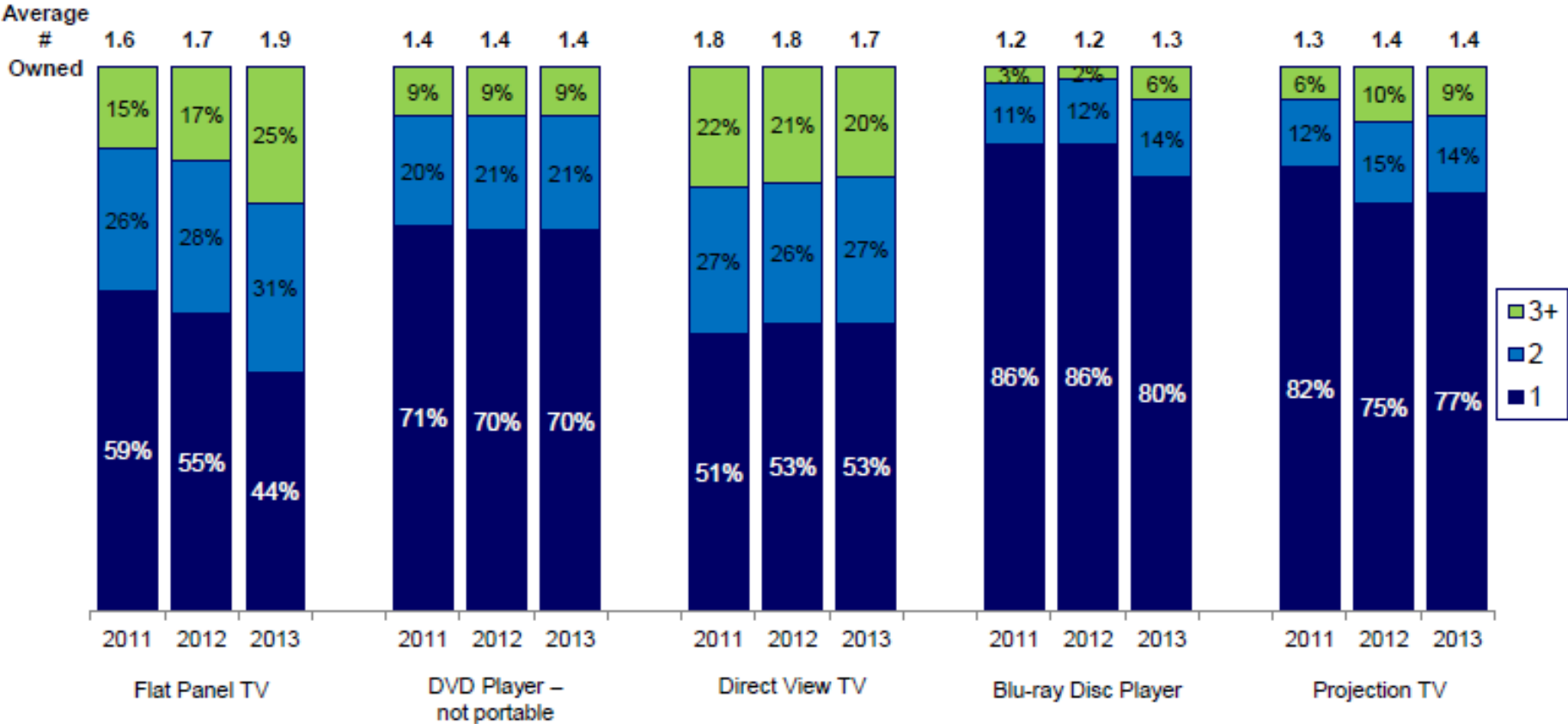
# Ownership of TVs, DVRs, Blu-ray players and Sound Bars Continues to Grow

## 2013 Household Ownership



# One in Four Households own Three or More Flat Panel TVs

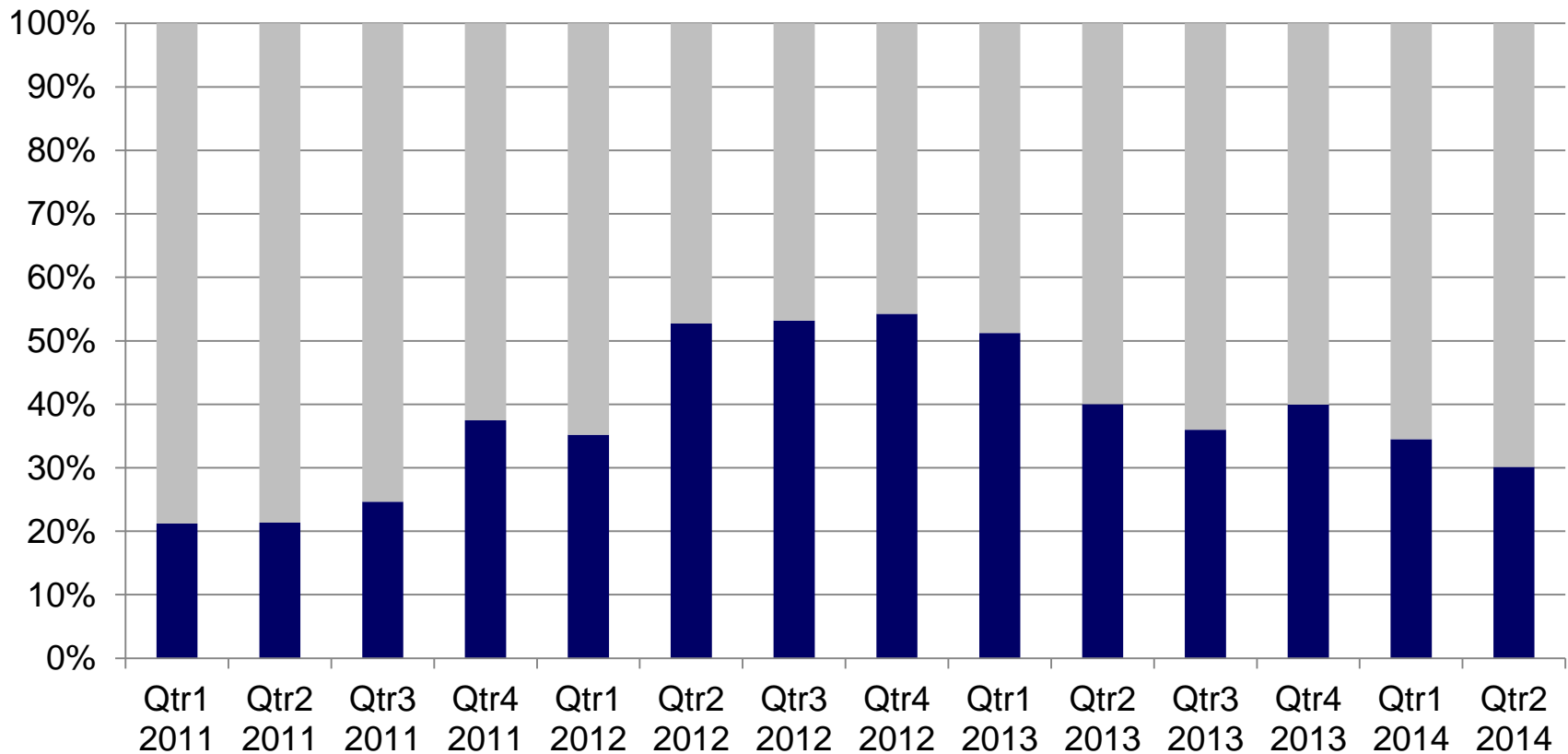
## 2013 Household Penetration



# Energy Star Unit Share

## Total Retail; Total Flat Panel TV Unit Share

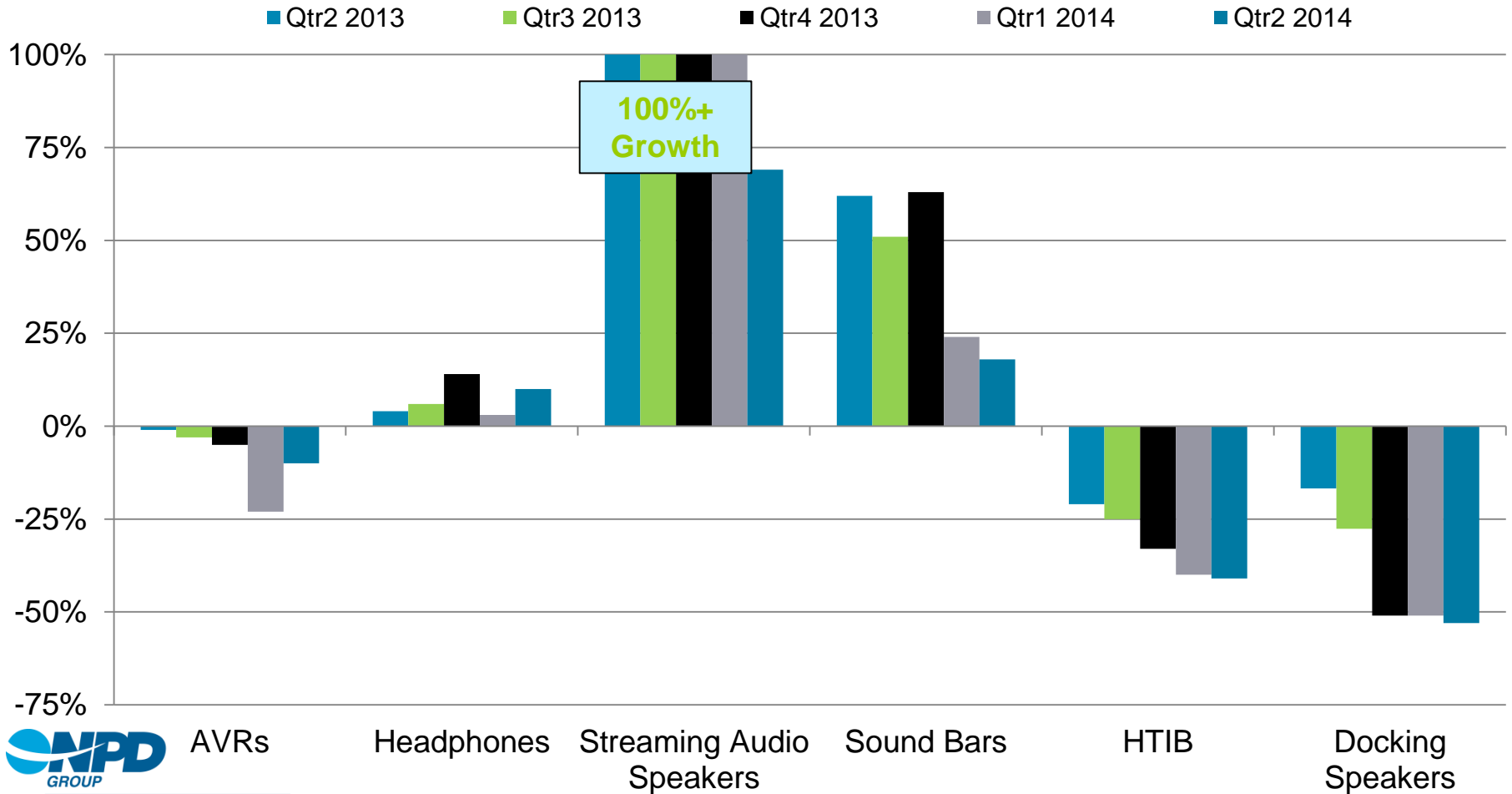
■ Not An Energy Star Product    ■ Energy Star Rating\*



# Wireless speakers, soundbars are two of audio's fastest movers

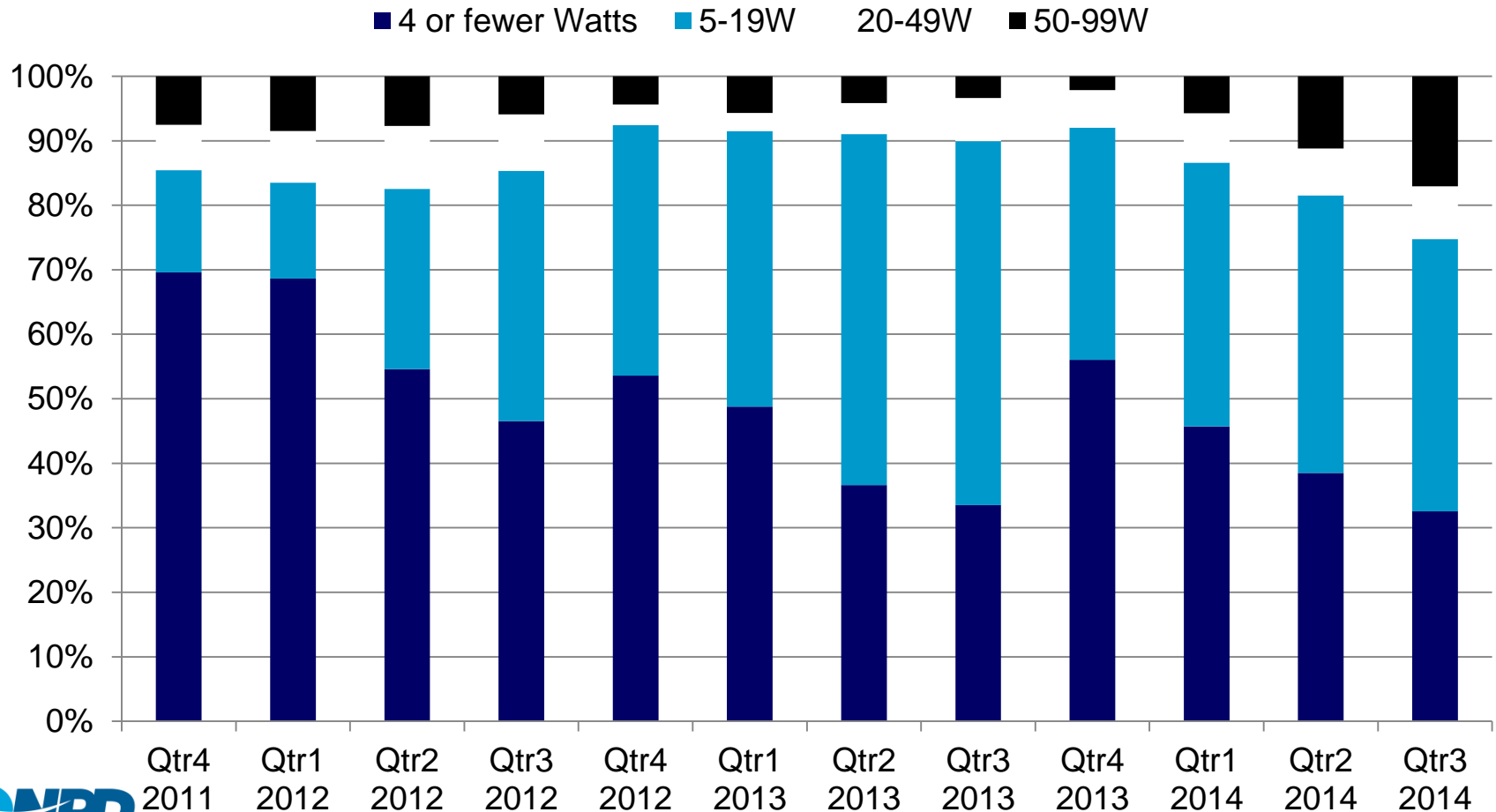
Total Audio 12ME Aug '14: \$7.9Bn (-7% YOY)

Key Audio Categories  
YOY Dollar Growth; Quarterly Trend



# Higher wattage speakers are gaining share in the wireless speaker market

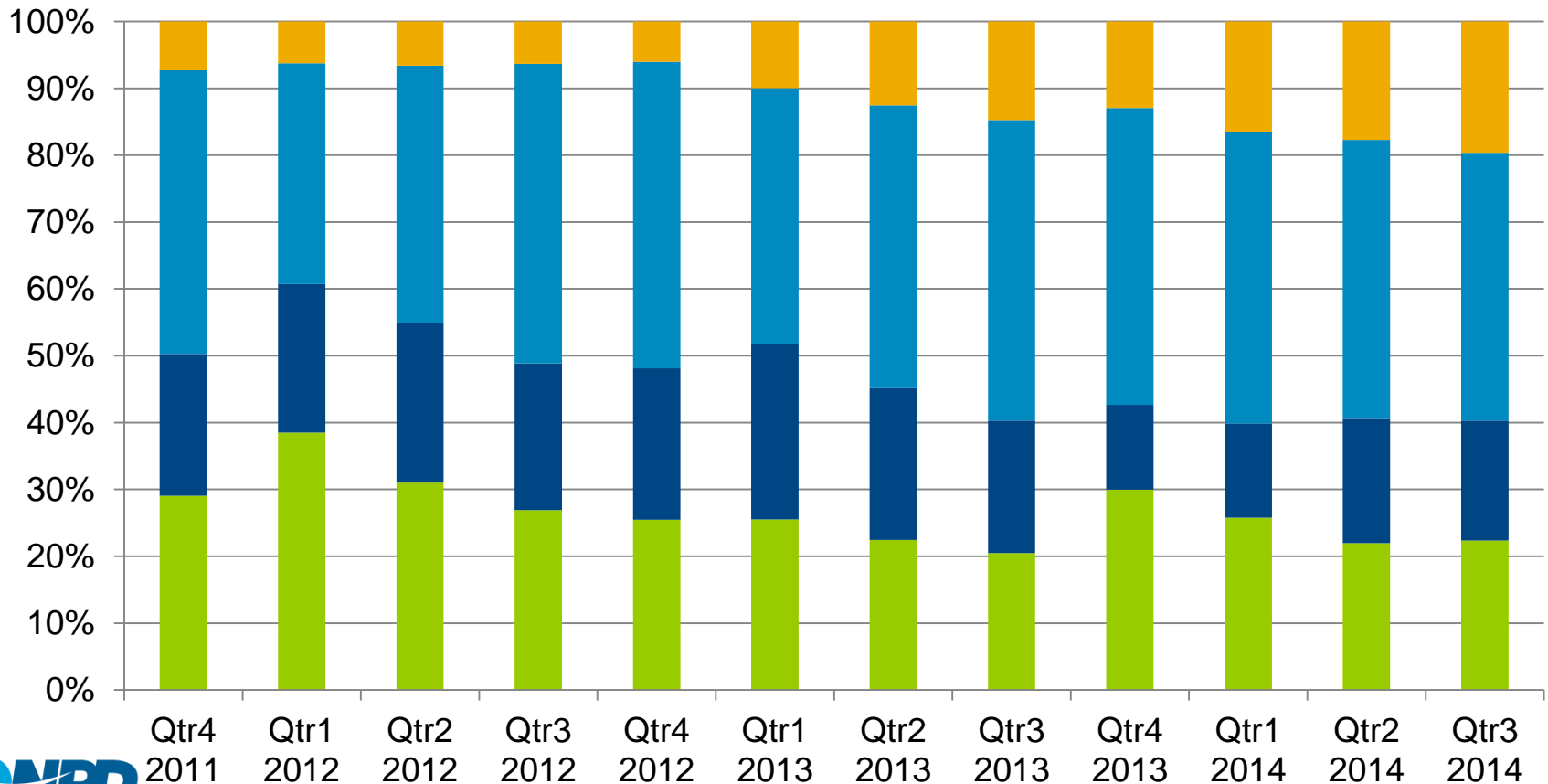
Streaming Audio Speakers Total US Retail Unit Share by Total Wattage; Quarterly



# 20% of soundbars now output 205+ watts

Soundbars; Total US Retail  
Unit Share by Total System Power; Quarterly

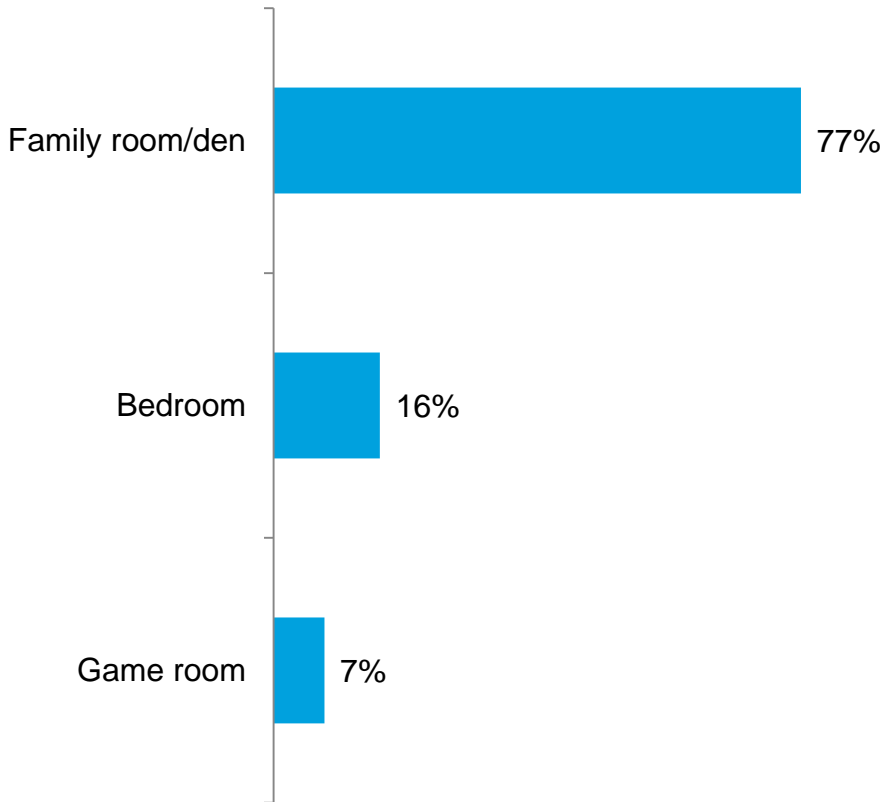
10-100W 110-200W 205-300W 310+W



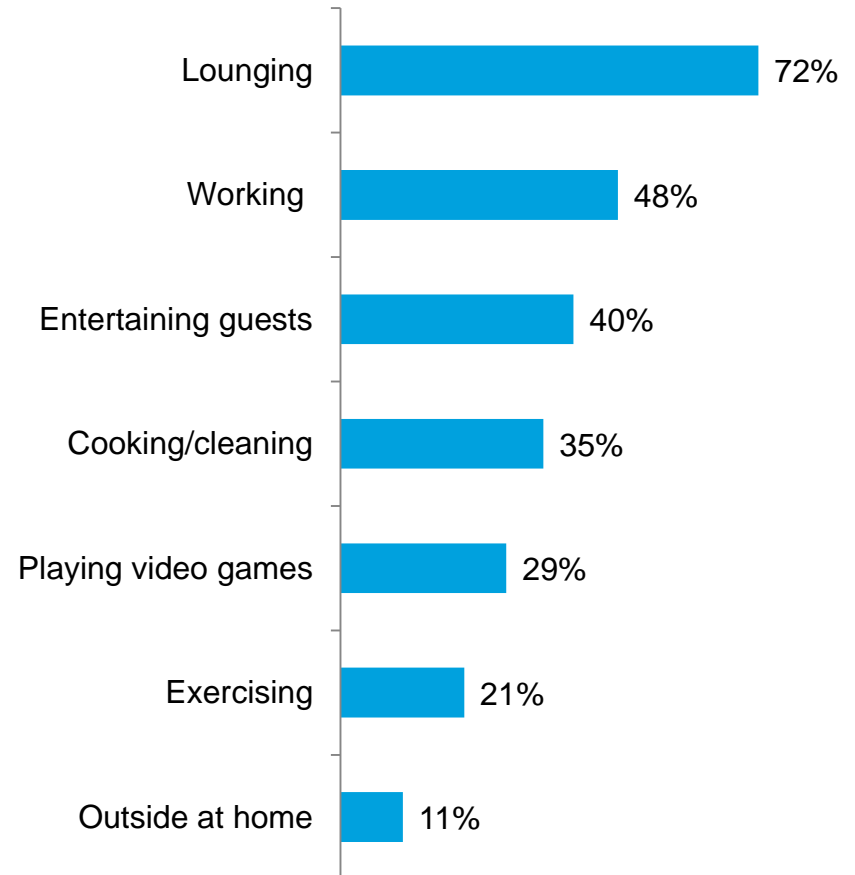


# A quarter of wireless soundbars are used in rooms other than the living room

## Location in Home



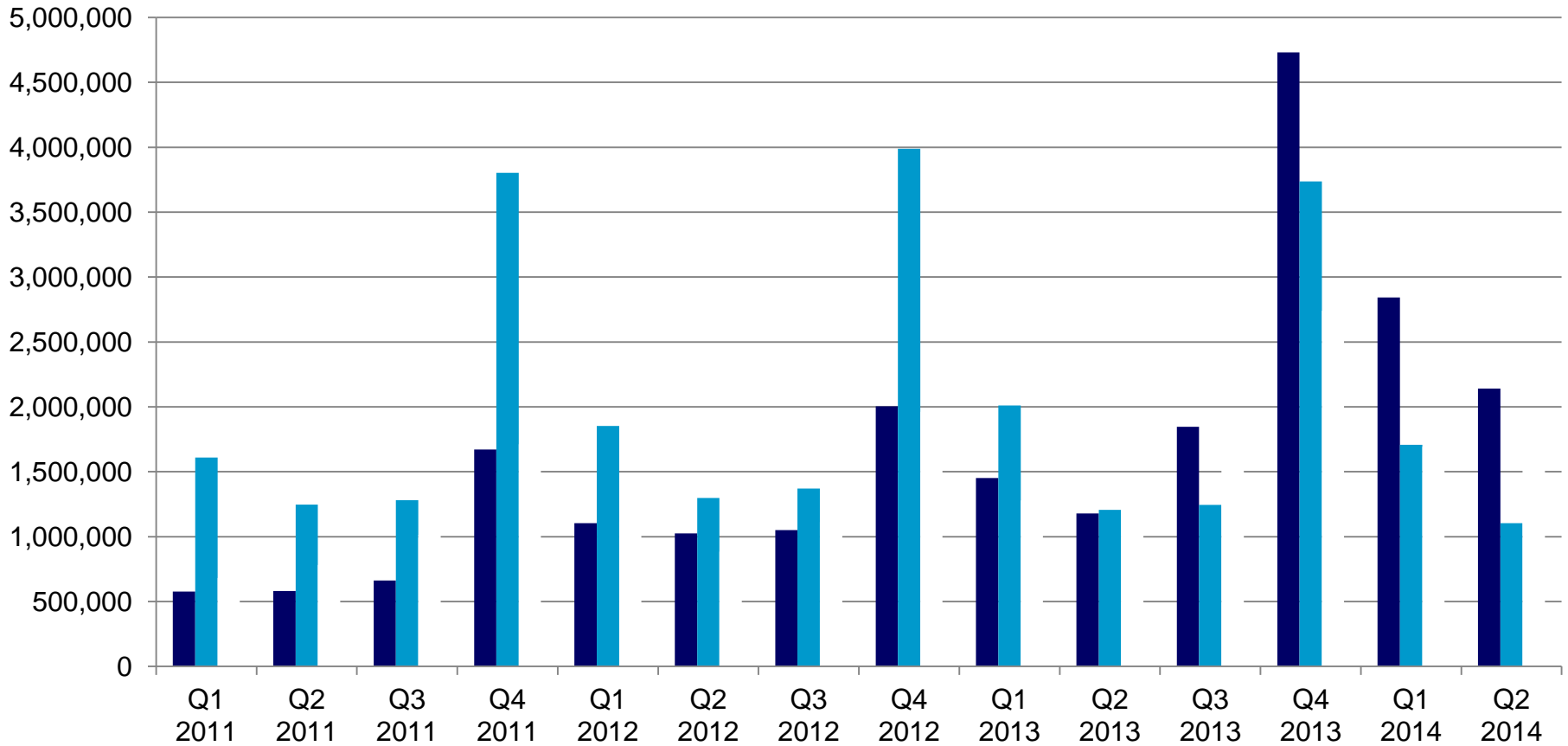
## Activities Doing While Using Soundbar



# Network content devices are quickly impacting the living room

Total U.S. Retail Unit Volume, Quarterly

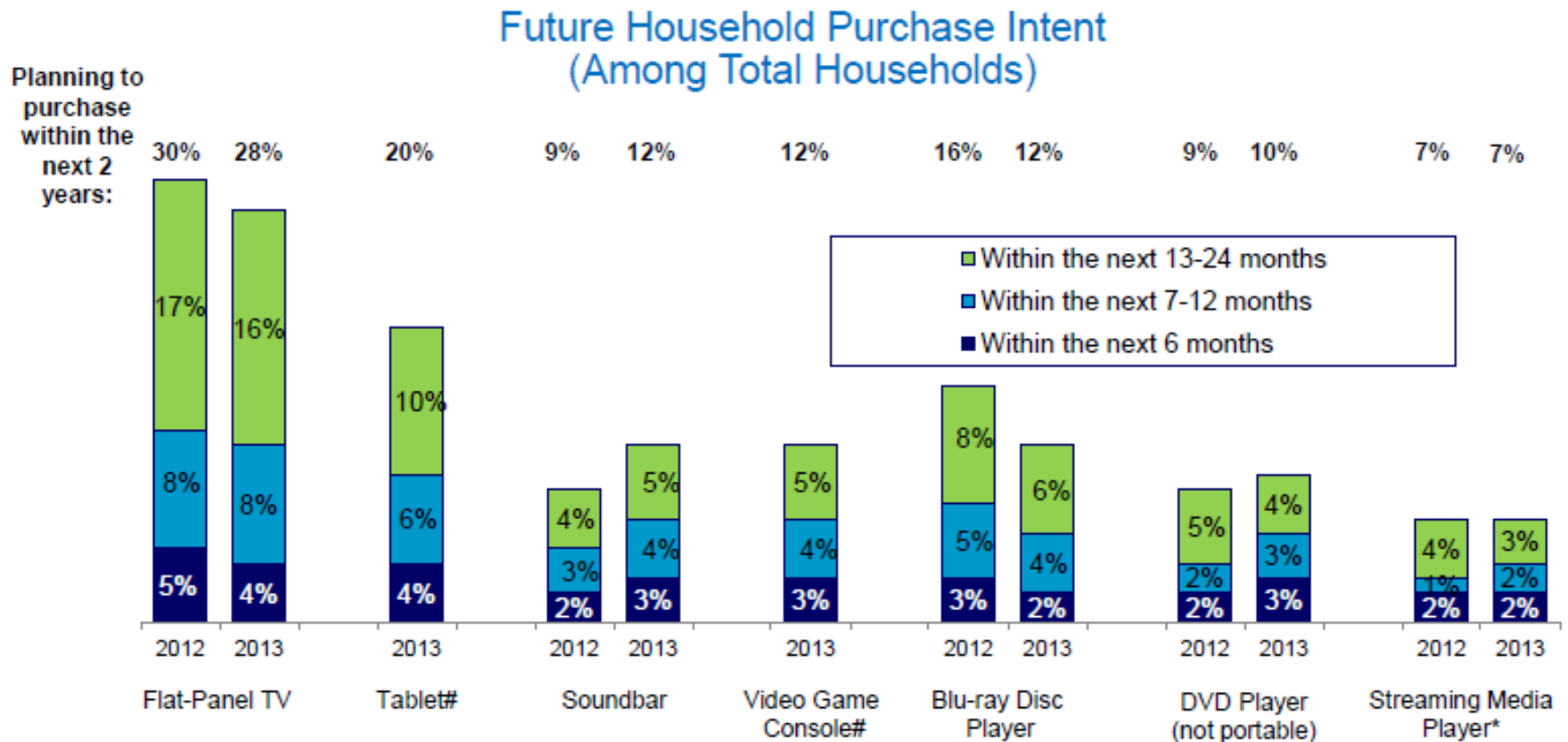
■ Networked Content Devices ■ Blu-ray Smart TV 40"+



Behind Every Business Decision

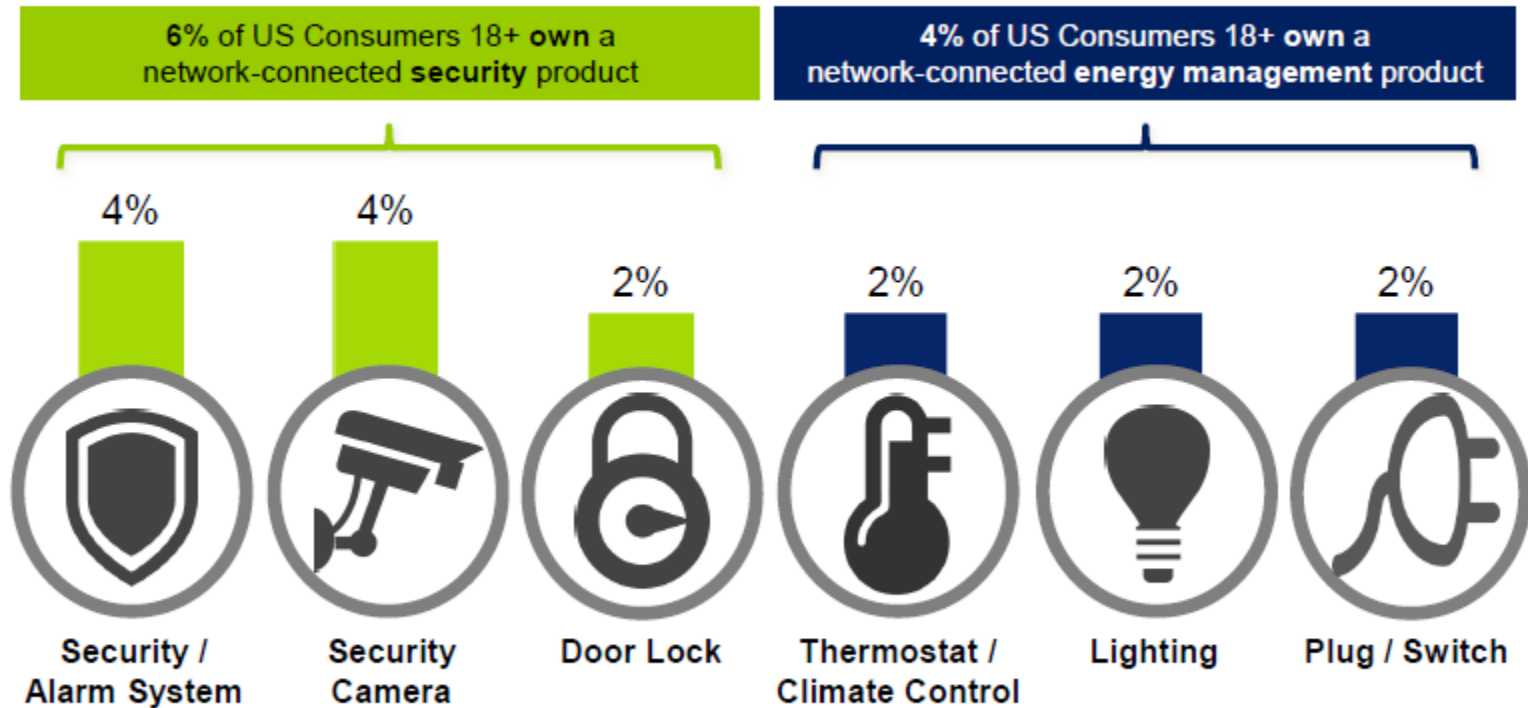
Source: The NPD Group / Retail Tracking Service

# Intent to Purchase Remains Consistent



# Current Ownership Numbers Low.....

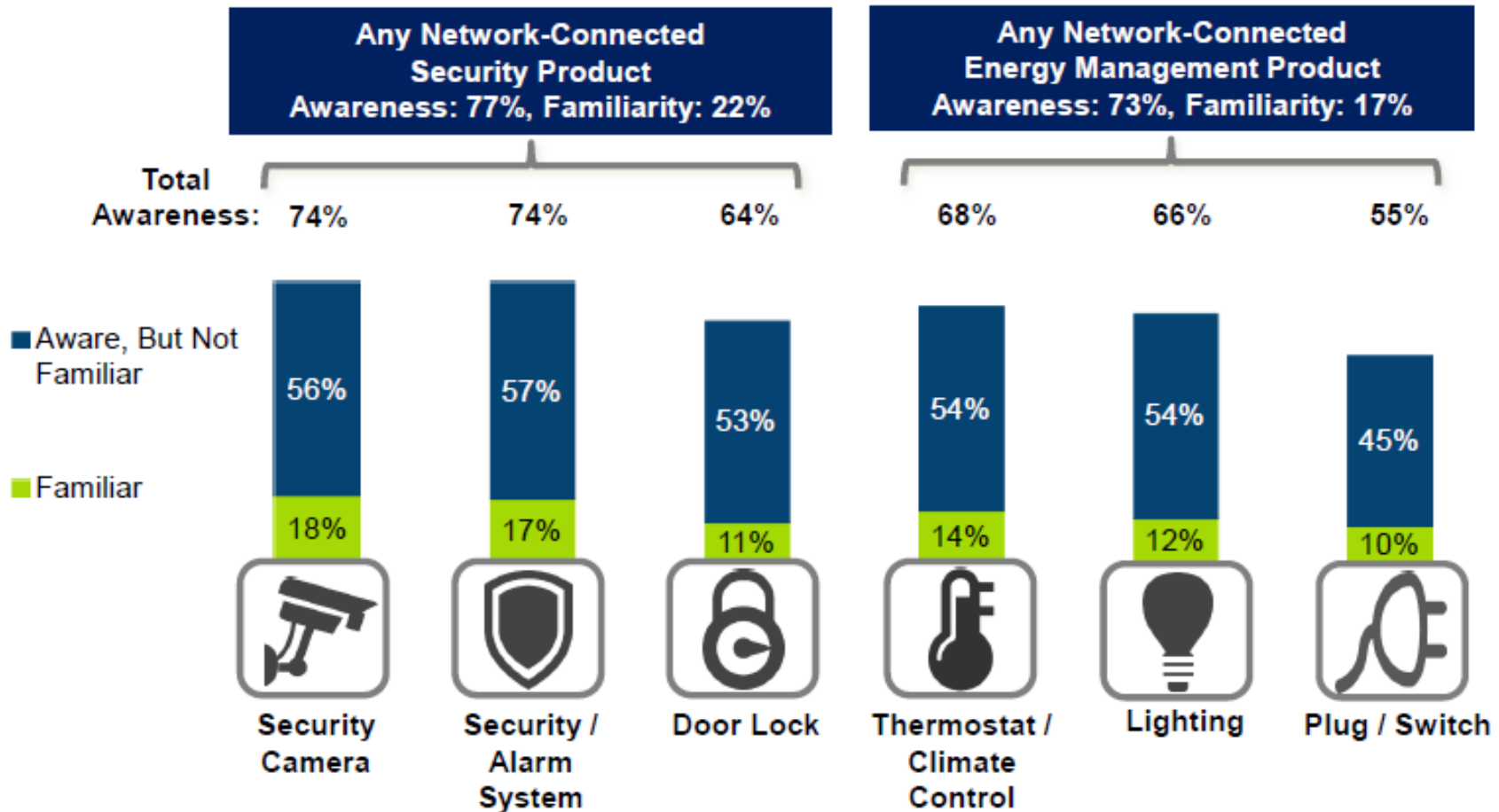
## Ownership of Home Automation Products



Q.11 Which of these home automation products, if any, do you own?

# Desire for Home Automation may Indicate a the Importance Energy Efficiency

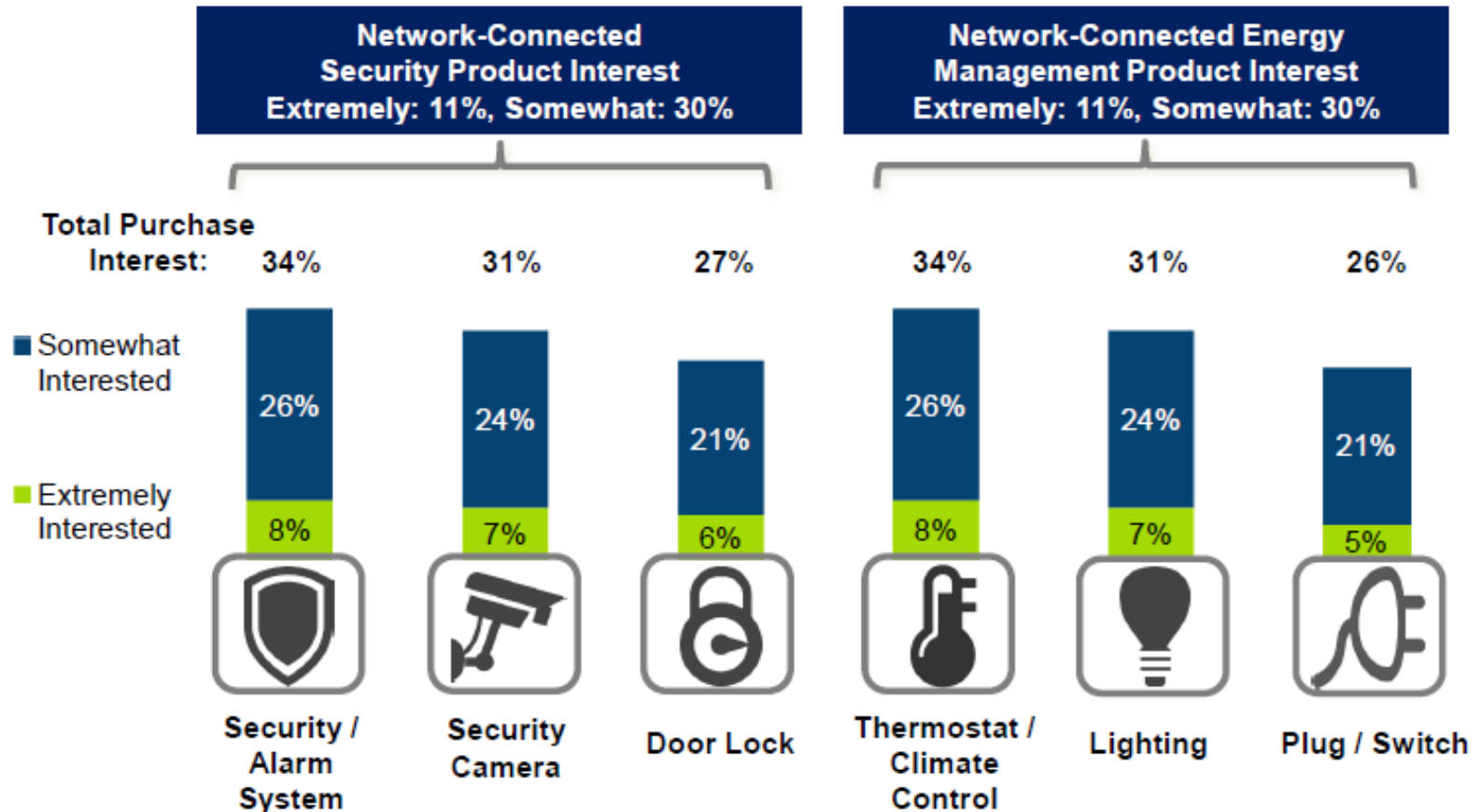
## Awareness & Familiarity by Home Automation Category



Q.9 How familiar are you with the following products?

# ..... But Interest is There

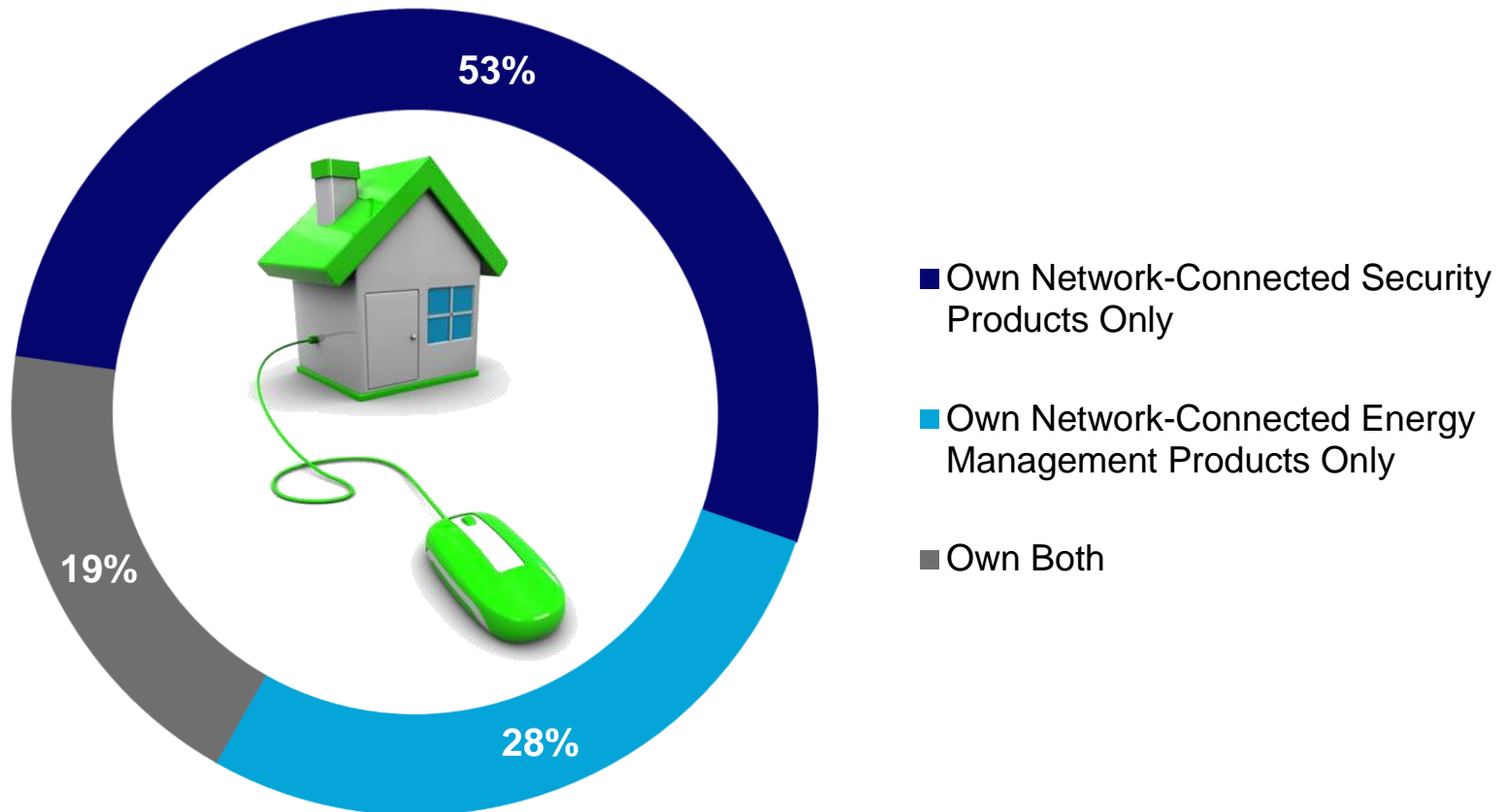
## Future Purchase Interest of Home Automation Products



Q. Which of the following best describes your interest in network-connected home automation products after reading more about them?

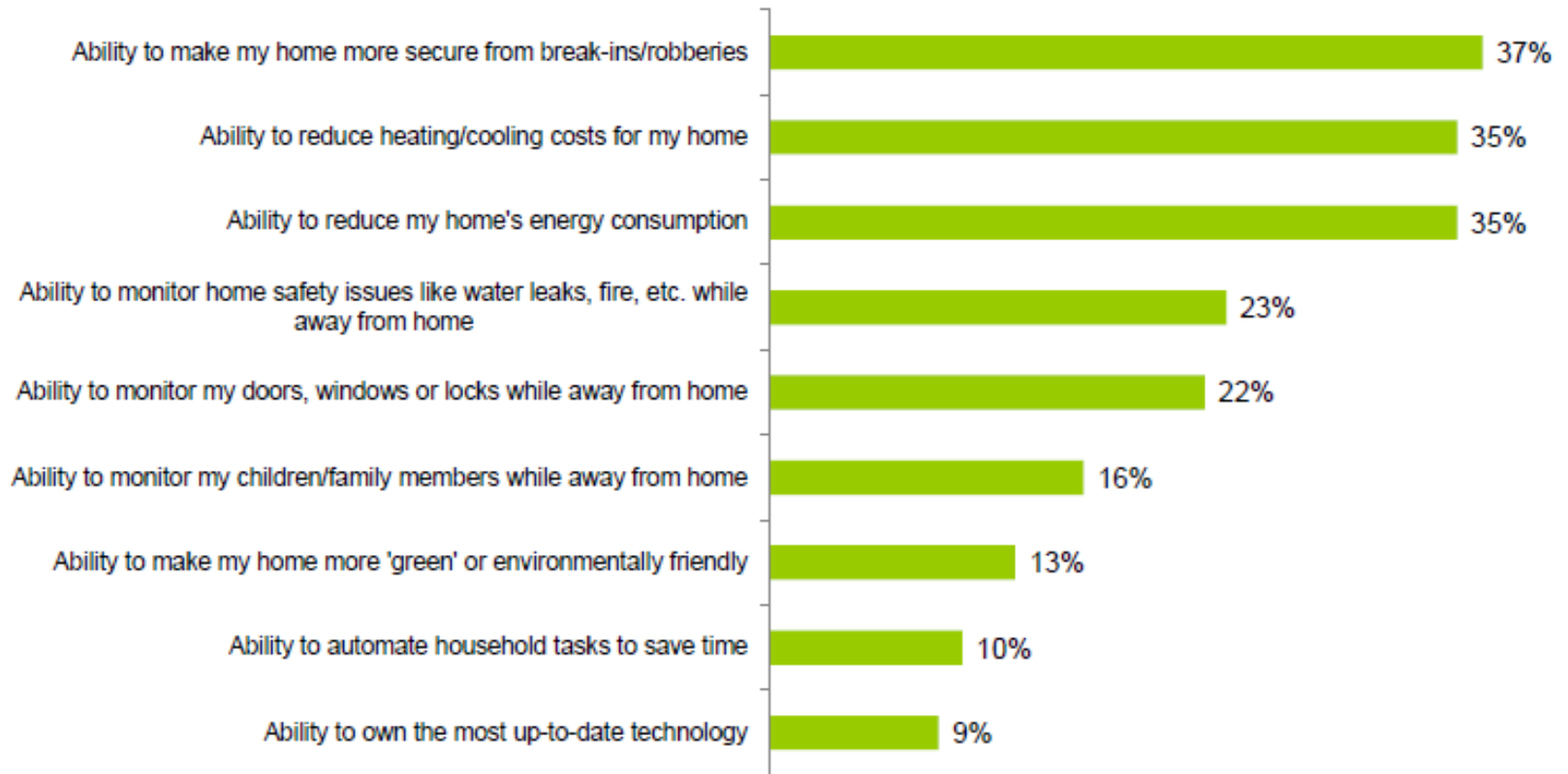
# Home Automation May Be a Gateway to a Conversation about Efficiency

## Home Automation Category Ownership Share



# Automation is NOT All About Security

## Home Automation Capabilities Importance Summary of Top 2 Ranking

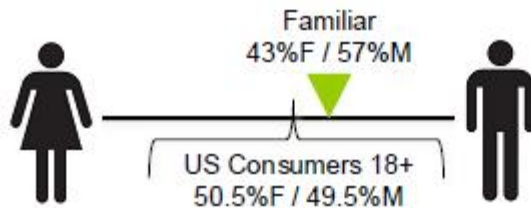


Q.8 Please rank the following capabilities in terms of their importance to you.

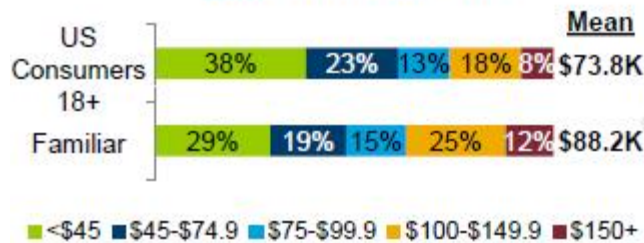


# Potential Early Adopters

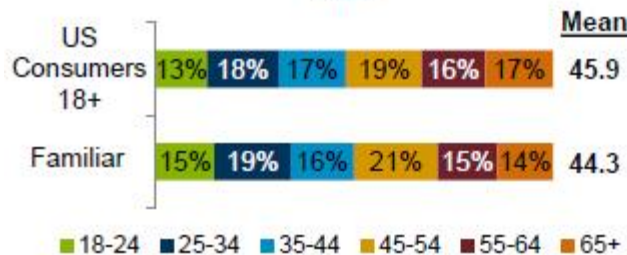
## Gender



## Household Income



## Age



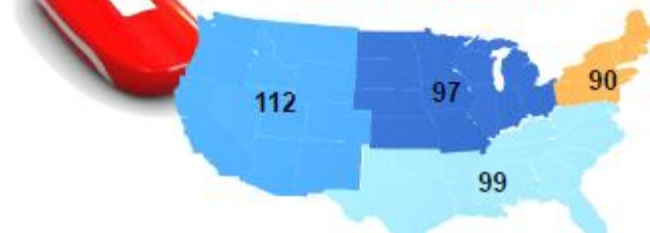
## Consumers' Familiar with Home Automation Products

### Key Demographic Takeaways:

- More likely to be male
- Higher average household incomes
- Half are over age 45
- More likely to live in the West

-Compared to the average US Consumer 18+

## Census Region Index



Note: Index >100 denotes a score higher than average; <100 denotes lower than average

- People are still filling out their homes. While the same % of individuals have flat panel TVs, the number in the home continues to grow – as does the power they consume.
- Home is also being filled with TV adjacent devices, network content devices, soundbars, etc, and not just in one place.
- Consumer awareness of Energy Star is high, but as a purchase factor, energy efficiency lags behind price, brand, and features such as screen size
- As consumers become more focused on energy usage and home energy monitoring products find traction in the home, buyers are likely to place a greater emphasis on energy consumption for TV, PCs, and video set top boxes.