

Consumer Adoption & Use of IP Cameras

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Abstracts

This 360 View Update provides an overview of the market for IP/networked cameras, tracks their rising popularity, and uncovers the trends driving growth in this product category. It profiles current owners and their video storage abilities as well as consumers planning to buy an IP camera in order to identify the target households for this market and which features and use cases are resonating. It lists the top brands and analyzes the role of security and retail channels in driving product sales and future intentions. The research also features concept testing to determine the most desirable networked security camera based on the presence of specified attributes.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

INDUSTRY INSIGHT

KEY FINDINGS

RECOMMENDATIONS

ALL VIDEO CAMERAS:

Video Monitoring Camera Ownership (2014 – 2015)

Adoption of Video Monitoring Cameras by Home Size (Q4/15)

NETWORKED SECURITY CAMERAS:

Networked Camera Adoption Rate (2014 - 2015)

IP Cameras: Stand Alone Device vs. System Purchases (Q4/15)

Networked Camera: Device Purchases (2014 - 2015)

Networked Cameras: Top Five Brands Purchased in Year (2014 - 2015)

Average Selling Price of a Networked Camera (2014 - 2015)

Networked Cameras: Type of Retailer (2014 - 2015)

Networked Camera: Retailer Purchased From (Q4/15)

Networked Cameras: Stand-alone Devices vs. Home Systems (2014 - 2015)

% of Stand-alone Networked Cameras That Are Self-Installed vs. Professionally Installed (2014 - 2015)

IP Camera Owner Demographics (Q4/15)

Concern over Physical Safety of Home (Q4/15)

VIDEO STORAGE:

Networked Cameras: Viewing and Recording Capabilities (2014 - 2015)

Recording/Viewing Capabilities of Networked Security Cameras by Age (Q4/15)

Networked Cameras: Viewing and Recording Capabilities by Brand (Q4/15)

Networked Cameras: Method of Storing Video Recordings (2014 - 2015)

Networked Cameras: Method of Storing Video Recordings by Most Recently Purchased

Brand (Q4/15)

Networked Cameras: Payment of Storage Fees (2014 - 2015)

Payment of Storage Fees for Recorded Video by Age (Q4/15)

Networked Cameras: Payment of Storage Fees by Most Recently Purchased Brand (Q4/15)

Networked Cameras: Average Monthly Payment of Storage Fees by Brand (2014 - 2015)

INTENTIONS TO PURCHASE:

Networked Camera: Purchase Intention (2014 - 2015)

Intenders for Purchasing Networked Security Cameras (Q4/15)

Relationship of Attitudes to Intent to Purchase Networked Security Camera

Attitude Comparison: Intenders vs. Non-Intenders (Q4/15)

CONCEPT TESTING (CONJOINT ANALYSIS):

Objective of Conjoint Analysis

Networked Security Cameras-Attributes Tested

Importance of Networked Security Camera Features (Q4/15)

Importance of Networked Security Camera Attributes by Utility Scores (Q4/15)

Price Sensitivity of Recurring Fee (Q4/15)

Product Models (Q4/15)

Video Storage/Retrieval Capabilities (Q4/15)

Price Sensitivity of Camera Upfront Cost (Q4/15)

Consumer Choices of Camera Upfront Cost (Q4/15)

Market Share of 3 Product Models (Q4/15)

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