

## Connected Entertainment Driving Smart Home

Written by Marco Attard  
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According to Juniper Research the global smart home market will reach \$600 billion by 2017, thanks to "strong growth" from the connected entertainment segment, as well as monitoring, control and health.



Smart home entertainment will account for 82% of total 2017 service revenues, with W. Europe as a key market together with N. America.

In comparison the 2012 market should reach \$25bn.

The analyst says broadband connectivity is moving beyond traditional use cases-- with new applications including connected TV, home automation systems and smart meters increasing service revenues to the area.

However smart home demands collaboration between operators, content providers and vendors when it comes to "mutually beneficial" business models. Cable operators and broadband service providers already have existing billing relationships with customers, which enable them to bundle other features within existing services.

Juniper also predicts vendors such as Apple, Google and Microsoft are "will play a major role within the smart home," replicating their success in the consumer market.

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