



Contact iGR

Iain Gillott

(512) 263-5682

iain@iGR-inc.com

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New iGR study examines the use of Connected Devices in U.S. Households

Study shows how usage and adoption vary among 10 market segments

AUSTIN, Texas, September 5th, 2014 – No longer do U.S. households rely on only the telephone, radio and network television to stay connected and informed. Today consumers use a wide variety of devices in their home to connect to the Internet for news, gaming, video entertainment, and social interaction. iGR's new market study shows what types of devices are preferred, how many devices are owned, and how the devices are typically connected in various market segments.

For its latest market study, iGR, a market research consultancy focused on the wireless and mobile industry, sought to define market segments based on U.S. consumers' ownership and use of connected devices. First iGR analyzed responses from a recent survey of over 1,000 U.S. consumers, where respondents were asked if they used any of the following devices in their home: game console, E-reader, Internet-enabled TV, connected TV device, smartphone, desktop computer, laptop computer, and tablet.

From this analysis, iGR defined the following ten market segments based on age, income and number of individuals in the household: Comfortable Single, Budget Young Single, Budget Mature Single, Comfortable Young Couple, Budget Young Couple, Comfortable Empty Nester, Budget Empty Nester, Comfortable Family, Budget Family and Co-op. iGR then analyzed in detail the use of all types of connected devices in each of these household market segments.

"When analyzing how U.S. consumers use their connected devices, certain natural patterns in the data emerged, which helped us define 10 distinct market segments," said Iain Gillott, president and founder of iGR, a market research consultancy focused on the wireless and mobile industry. "We were then able to analyze each market segment in a great amount of detail to determine what types of devices are preferred, how many devices are owned, and how the devices are typically connected – via WiFi or mobile data."

iGR's new market study, U.S. Consumers and Connected Devices: Usage Patterns in 10 Market Segments, provides an overview of the use of connected devices in U.S. households – both in general and in the households of 10 distinct market segments. For each of the 10 market segments, the report provides the average number of connected devices used, the percent of households that use eight different types of devices (game consoles, E-readers, Internet-enabled TVs, connected TV devices, smartphones, desktop computers, laptop computers, and tablets), how many of the eight devices are used on average, and how those devices are typically connected to the Internet.

The following key questions are answered in the new market study:

- What types of devices are used by U.S. households to connect to the Internet?
- How does usage vary depending on age, income and number of persons in a household and what are the resulting market segments?
- For each market segment, how many total devices are used on average?
- What percentage of households in each market segment use a game console, e-reader, Internet-enabled TV, connected TV device, smartphone, desktop computer, laptop computer, or tablet?
- How many game consoles, e-readers, Internet-enabled TVs, connected TV devices, smartphones, desktop computers, laptop computers, or tablets does each market segment use on average?
- How do members of each market segment typically connect individual devices to the Internet – via WiFi, Ethernet, or mobile data?

The information in this report will be valuable for:

- Mobile operators, particularly those serving the U.S. market
- Device OEMs, including those offering WiFi devices
- Cable MSOs
- Financial analysts and investors.

The new report can be purchased and downloaded directly from *iGR's* website at www.iGR-inc.com. Alternatively, contact Iain Gillott at (512) 263-5682 or at iain@iGR-inc.com for additional details.

About iGR

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its fourteenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS;

LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.