Features

Hypothesis	Feature	ESET Smart Security 10 (Beta)	Kaspersky Internet Security 2017	Notes
Relevant to Home user	Parental Control	Yes	Yes	
Relevant to Home user	Webcam Protection	Yes	Yes	
Relevant to Home user	Personal Firewall	Yes	Yes	
Relevant to Home user	identity protection	No	Yes (OpenVPN)	Attracts users from "not-so-private" VPN sector
Relevant to Home user	Banking and Payment Protection	Yes	Yes	
Relevant to Home user	Ad Blocking	No	Yes	Browser extensions
Relevant to Home user	Gamer mode	Yes	Yes	Why is this non advertised feature?
Relevant to Home user	3 rd party Software Updater	only Windows?	Yes	-
Relevant to Home user	3 rd party Software Vuln. Scan	No	Yes	This one is really good
Not sure	Antispam	Yes	Yes	
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User can't decide this	Antivirus and Antispyware	Yes	Yes	The more AV features, the better
User can't decide this	Anti-Phishing	Yes	Yes	
User can't decide this	Exploit Blocker	Yes	Yes	Kasperskys marketing not based on this
User can't decide this	Script-Based Attack Protection	Yes	Yes	Kasperskys marketing not based on this
User can't decide this	Network Attack Protection	Yes	No	No Kaspersky whitepaper found
User can't decide this	Botnet Protection	Yes	No	No Kaspersky whitepaper found
User can't decide this	Home Network Protection	Yes	No	No Kaspersky whitepaper found