

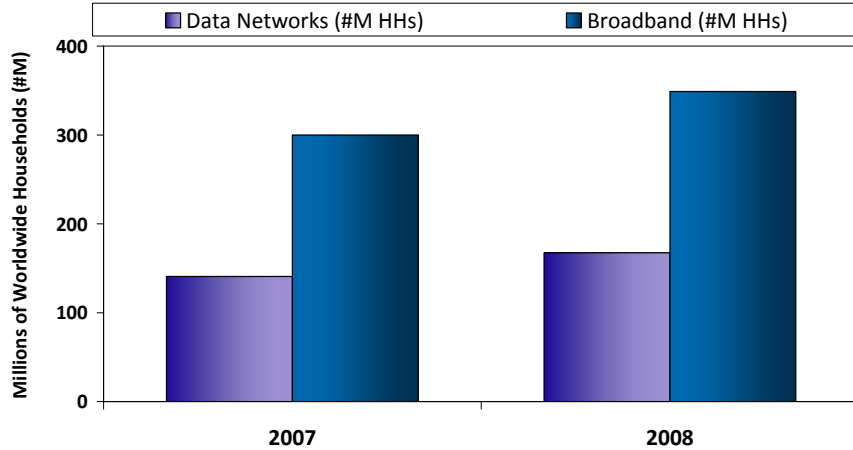
Synopsis

Digital Lifestyles: 2008 Outlook provides analysis and forecasts for a variety of digital lifestyle product categories, including broadband Internet, television services, digital content services, and products (home networks and consumer electronics).

Network and Broadband Growth

Residential Broadband and Data Network Growth

Millions of Worldwide Households



Source: *Digital Lifestyles: 2008 Outlook*
© 2008 Parks Associates

Publish Date: 2Q 08

“We are rapidly approaching an ignition point for converged services and networked products,” said Kurt Scherf, vice president and principal analyst with Parks Associates. “What is particularly exciting to see as an industry observer is how content and applications are being married to access networks and made accessible on numerous devices.”

Contents

Parks Associates
5310 Harvest Hill Road
Suite 235
Lock Box 162
Dallas TX 75230-5805

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

- 1.0 Digital Lifestyles: An Overview**
- 2.0 Outlook for 2008: Key Service Trends**
 - 2.1 Broadband and Communications Services
 - 2.1.1 North America
 - 2.1.2 Worldwide Market
 - 2.1.3 Broadband and Communications Services: What to Watch
 - 2.2 Television Services
 - 2.2.1 North America
 - 2.2.2 Worldwide Market
 - 2.2.3 Television Services: What to Watch
- 3.0 Outlook for 2008: The Internet for Entertainment**
 - 3.1 Consumers and Digital Media Habits
 - 3.2 Online Gaming
 - 3.2.1 Consumer Habits
 - 3.2.2 Online Gaming: What to Watch
 - 3.3 Broadband Video
 - 3.3.1 Consumer Habits
 - 3.3.2 Key Takeaways from the Early Broadband Video Experiments
 - 3.3.3 Broadband Video: What to Watch
- 4.0 Outlook for 2008: Connectivity and Platforms**
 - 4.1 Home Networks
 - 4.1.1 Data Network Growth

- 4.1.2 Home Networks from Service Providers
- 4.2 Connected Consumer Electronics
 - 4.2.1 Set-top Boxes and Alternatives
 - 4.2.2 High-definition Televisions go Connected
 - 4.2.3 Connected DVD Players
 - 4.2.4 Game Consoles for Multiple Functions
 - 4.2.5 Alternative Set-top Boxes for Video-on-Demand
 - 4.2.6 Digital Media Adapters: Try, Try, Again
 - 4.2.7 Networked Storage
 - 4.2.8 Portable Multimedia Players
 - 4.2.9 Digital Photo Frames

Figures

- U.S. Residential Broadband Growth: By Access Technologies
- U.S. Residential Broadband Subscribers: By Major Carrier
- Market Share of U.S. Broadband Providers
- Canadian Residential Broadband Subscribers
- Worldwide Broadband Growth
- Digital Television Subscribers: Major Service Providers
- TV Households, Worldwide
- Growth of TV Services
- Development Path for Advanced TV Features
- Interest in TV Features
- Online Content Revenue: Video and Gaming
- Online Gaming: Who is Paying?
- Percentages of Various Gamer Groups
- Digital Media Activities
- Frequency in Watching Online Video
- What is Being Watched Online?
- Broadband Video Streams/Downloads
- Broadband Households Paying for Online Video Content
- Categorizing the Broadband Video Space
- U.S. Households with Data Networks
- Data Networking Growth Worldwide
- Network Media Used for Data Connectivity
- Wi-Fi Used for Home Networks
- Defining the Home Networking Space
- Recent Residential Gateway Models
- Digital Devices in U.S. Households
- Device Usage
- Connected Consumer Electronics Embracing Content
- North American Market Share: Cable Set-top Box Providers
- Motorola and Cisco Set-top Box Shipments
- Multiroom DVR Strategies
- Multiroom DVR Households
- Multiroom DVRs Shipped
- Recent tru2way™ Demonstrations
- Recent OCUR Product Demonstrations
- Televisions Go Connected: Features and Services
- HD Display Sales, Worldwide
- High-definition DVD Player Sales, Worldwide
- Game Console Sales, Worldwide
- TiVo Subscribers

Alternative Set-top Boxes
Netflix and Blockbuster Online Rental Subscribers
Digital Cable Subscribers Using Premium VoD Services
Video-on-Demand Efforts from Major Service Providers
Digital Media Adapters
Home Network Device Purchases
Recent NAS Product Introductions
Leading PMP Devices
Features of the Latest PMP Models
Portable Multimedia Player Sales
Leading DPF Devices
Digital Photo Frame Sales Worldwide

Attributes

Parks Associates
5310 Harvest Hill Road
Suite 235
Lock Box 162
Dallas TX 75230-5805

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by: Kurt Scherf
Executive Editor: Tricia Parks
Published by: Parks Associates

© April 2008 Parks Associates
Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.