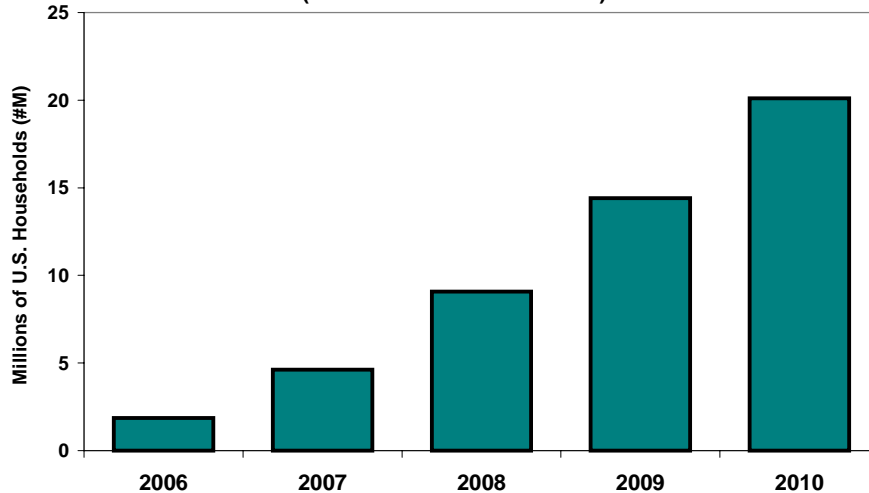


Synopsis

As competition among television service providers increases, the role of the set-top box as a receiver, aggregator, storage device, and sharing platform will grow considerably. This report examines the next generation of set-top box platforms, examining use cases from DVRs to home networking media servers. It analyzes the market for set-top box components and solutions, from drives to software, as well as the role of industry and open standards.

Penetration of Set-top Media Servers

U.S. Households with Set-top Media Servers
(Millions of U.S. Households)



Source: *Media Servers: Analysis and Forecasts*
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Publish Date: Oct 06

“The platform most closely linked to the television remains the critical component to unlocking greater customer loyalty and revenue,” said Kurt Scherf, vice president and principal analyst with Parks Associates. “The set-top box landscape is shifting dramatically as service providers seek ever-greater functionality at lower price points to defend against encroaching competition.”

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The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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