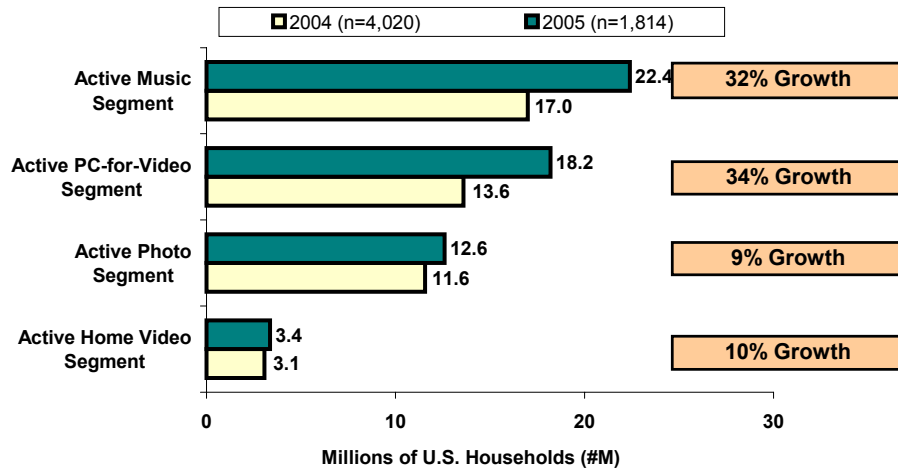


Synopsis

The advent of digital content services and the emergence of new storage and playback platforms for an array of media will have a profound impact on how digital entertainment dollars are allocated. This survey of 2,000 U.S. Internet households – including 270 teens between 13 and 17 – examines the role of both products and services in shaping entertainment on consumers’ terms.

Growth of Consumer Segments

**Growth of "Active" Media Segments:
Millions of U.S. Households**



Sources:
Consumers & Emerging Multimedia Platforms, a survey of 4,020 U.S. Internet households, © 2004 Parks Associates
Digital Entertainment: Changing Consumer Habits, a survey of 2,084 U.S. Internet households, © 2005 Parks Associates

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“Companies that will lead the way in the next wave of digital entertainment concepts will be those that best support consumers’ demands for interaction and enjoyment with an array of content, both personal and commercial,” said Kurt Scherf, vice president and principal analyst. “Understanding exactly which consumer segments are driving content consumption will be key in positioning tomorrow’s hardware, software, and value-added services offerings to appropriate early adopters.”

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Attributes	
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