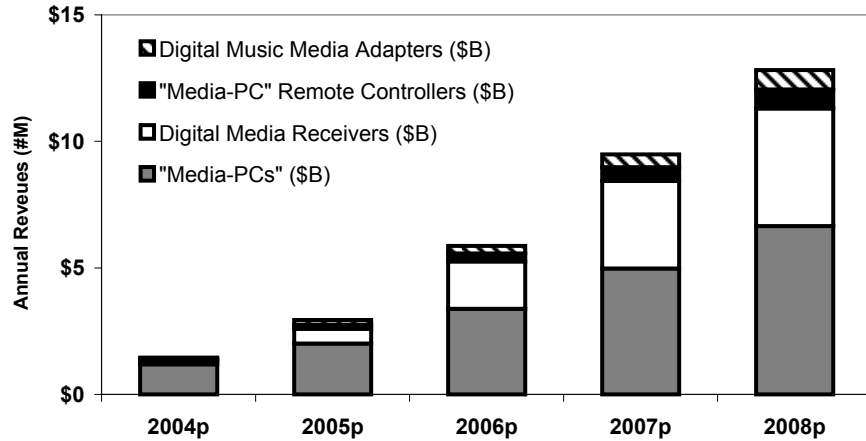


Synopsis

As the personal computer (PC) industry seeks new growth via digital entertainment products and services, it is faced with a bevy of questions. Which multimedia applications will matter to end-users as they think about the PC as a "multimedia hub"? How should PCs and peripherals be designed to account for the projected growth in this sector? This report examines the consumer trends, the applications, and emerging solutions that are driving the PC toward a more integrated entertainment role.

**Annual End-User Revenues:
PC-Multimedia Ecosystem Solutions
(\$B, U.S. Households)**



The PC as a Multimedia Platform
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"With widespread use of 'content peripherals' such as digital cameras and portable MP3 players, the home computer is gravitating toward a more central multimedia role," said Kurt Scherf, Vice President and Principal Analyst for Parks Associates. "We expect that home networking solutions – including Digital Media Receivers and Adapters – will be purchased in growing numbers, especially as the service provider community adapts its existing customer premise equipment to receive IP-based digital entertainment content."

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