“With growing libraries of downloaded music and increasing access to streamed sources, consumers desire ways in which to expand their audio enjoyment at home,” said Kurt Scherf, VP, principal analyst, Parks Associates. “Networked audio products are becoming more commonplace as a way to extend music into multiple parts of the home.”

Current Use of/Would like to have Networked Audio at Home

Home networks can provide a number of benefits. What applications have you enabled/would you like to have: a multiroom music system where music stored on home PCs or streamed over the Internet is played by specific receivers in one more more areas of the house?

(Among U.S. broadband households with a home network)

Source: Consumer Demand for Technical Support Services
© 2011 Parks Associates
Networked Audio Products: Market Update

By Kurt Scherf, Vice President and Principal Analyst 4Q 2011

3.4 Wireless Networking
  3.4.1 Number of Wi-Fi CERTIFIED™ Audio Products
  3.4.2 Enhancing Wi-Fi for Audio Distribution
    Wi-Fi Multimedia (WMM)
    Audio/Video Bridging (AVB)/AVnu Alliance
  3.4.3 Other Wireless Solutions

4.0 Market Forecasts

5.0 Conclusions

Figures

Networked Audio Products
Connecting Networked Audio Products to Music
2010 Audio Product Purchases: Percentage of Households
2010 Audio Product Purchases: Estimated Number of Products
Global Market Opportunity: Networked Audio Products
Digital Music Market: Total Revenues
At Least Monthly Use: Internet Radio and Downloaded Music
U.S. Digital Music Revenues
Tunes Song Downloads
Digital Media Collections
Streaming Music Services: Millions of Users
Comparing Music Subscribers to All Broadband Households
Penetration of Audio Products
Penetration of Audio Products
Users of Cloud Music Services
Unit Sales of Connected CE Products
Use of Connected Consumer Electronics for Music
Important Features/Services for New Connected CE Devices
Percentage of Audio Products at Best Buy with Network Capability
Growth of Home Networks
Interest in Home Network-enabled Applications
Comparing Consumers Interested in a Whole-home Music System to All Broadband Households
Likelihood of Purchasing Audio Products
Likelihood of Purchasing a Networked Music System
Music Subscription Services and Audio Product Availability
Manufacturers and Networked Audio Offerings
A/V Receiver Brands
Stationary Speaker Brands
Music System Brands
MP3 Dock Brands
PC Speaker Brands
Networked Audio Media Processor Vendors
How Reciva Connect Plus Works
Apple AirPlay Examples
Apple AirPlay-enabled Products
DLNA Vision
DLNA Interoperability Stack
DLNA Software Certifications
DLNA Certified Products – Tablets, Mobile Phones, and A/V Receivers
Audio Products Using AwoX DLNA Software

© 2011 Parks Associates. All rights reserved.