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Digital Lifestyles: 2010 Outlook

By Kurt Scherf, Vice President and Principal Analyst and Pietro Macchiarella, Research Analyst

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Synopsis

Digital Lifestyles: 2010 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).

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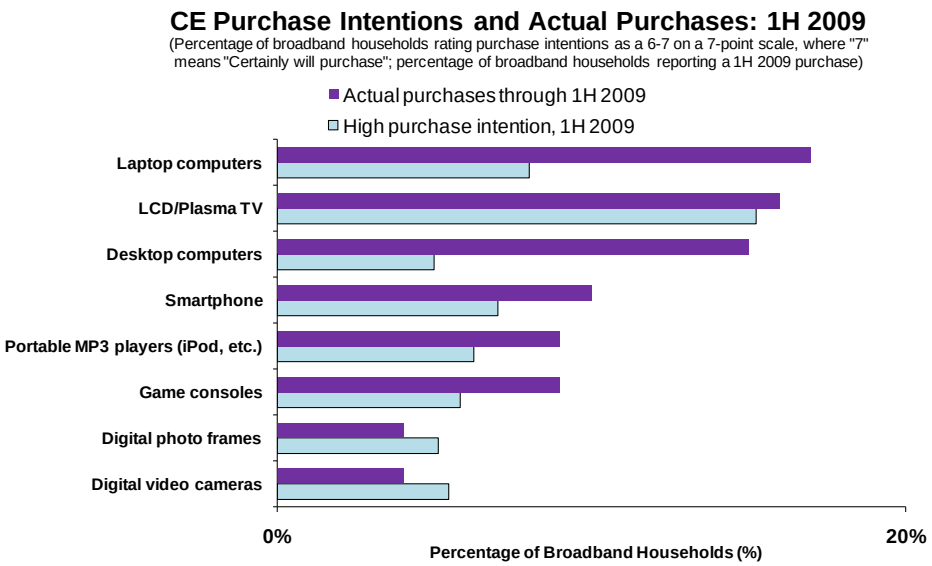
Planned Purchases of Consumer Electronics vs. Actual Purchases: First Half, 2009



Sources: Consumer Decison Process Surveys

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"In 2010, consumers will have available to them ever-more capable products and services aimed at improving their productivity, entertainment, and communications experiences," said Kurt Scherf, VP, principal analyst, Parks Associates. "Convergence in applications in these spaces opens the door for technology, service, and product companies to create new revenue models."

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