

Synopsis	Interest in Specific Broadband Value-added Services														
<p>This report examines the state of the global broadband market and analyzes the drivers, demand, deployments, and critical enabling technologies for broadband value-added services. It includes six international case studies, profiles of twelve key solution providers, consumer analysis, market forecasts, and recommendations.</p>	<p style="text-align: center;"><b>Consumer Interests in Selected Broadband Value-added Services</b> (n=3,447 U.S. Internet HHs; Rating of 5-7, where "7" means "extremely interested")</p> <table border="1"> <thead> <tr> <th>Service</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>PC Maintenance "Dashboard"</td> <td>61%</td> </tr> <tr> <td>Software and Support - Troubleshooting</td> <td>34%</td> </tr> <tr> <td>Optimized Internet for Entertainment</td> <td>26%</td> </tr> <tr> <td>Home Networking Support</td> <td>19%</td> </tr> <tr> <td>Online Storage</td> <td>17%</td> </tr> <tr> <td>Third-party Security Suite</td> <td>15%</td> </tr> </tbody> </table> <p><small>Source: Enabling Solutions for a Rich Broadband Experience © 2008 Parks Associates</small></p>	Service	Percentage	PC Maintenance "Dashboard"	61%	Software and Support - Troubleshooting	34%	Optimized Internet for Entertainment	26%	Home Networking Support	19%	Online Storage	17%	Third-party Security Suite	15%
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<p><b>Publish Date:</b> 2Q 08</p>	<p>"Broadband value-added services other than IPTV and VoIP are still largely under-monetized," said Michael Cai, Director of Broadband and Gaming with Parks Associates. "Broadband service providers with a comprehensive and consistent approach to deploying various VAS will benefit from lower churn rates, additional revenues, and higher trust with subscribers."</p>
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<p><b>The Bottom Line</b> 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.</p> <p>A Parks Associates' <b>Resource Book</b> contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.</p>	<p><b>The Bottom Line</b></p> <p><b>1.0 Methodology</b></p> <p><b>2.0 Global Broadband Market Update</b></p> <ul style="list-style-type: none"> <li>2.1 North American Broadband Market Update</li> <li>2.2 European Broadband Market Update</li> <li>2.3 Asian Broadband Market Update             <ul style="list-style-type: none"> <li>2.3.1 Japan</li> <li>2.3.2 South Korea</li> <li>2.3.3 China</li> </ul> </li> </ul> <p><b>3.0 Broadband Value Added Services: Beyond Bandwidth</b></p> <ul style="list-style-type: none"> <li>3.1 Commoditization of Bandwidth</li> <li>3.2 Changing Broadband Business Models</li> <li>3.3 Converged VAS Drive Bundled Services</li> <li>3.4 Marketing Strategies</li> <li>3.5 Consumer Demand for VAS</li> <li>3.6 Broadband VAS Roadmap</li> <li>3.7 Relevant Technology Development</li> </ul> <p><b>4.0 Service Provider Deployments of Value Added Services</b></p> <ul style="list-style-type: none"> <li>4.1 Broadband Entertainment</li> <li>4.2 Digital Home Support</li> <li>4.3 Digital Home Control and Monitoring</li> </ul>

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Attributes	
Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805  800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax  parksassociates.com sales@ parksassociates.com	Authored by Michael Cai & James Kuai Executive Editor: Tricia Parks Published by Parks Associates  © April 2008 Parks Associates Dallas, Texas 75230  All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.  Printed in the United States of America.  Disclaimer Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.