

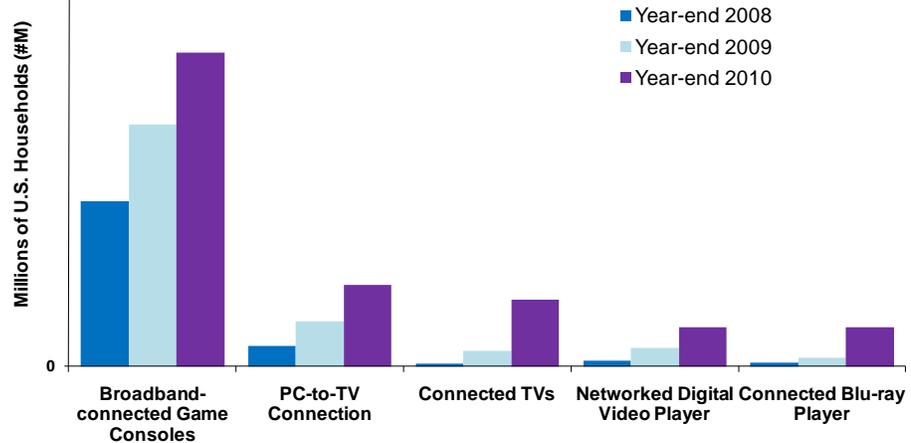
Synopsis

This report examines the market for consumer electronics providing online video access to the television. It specifically examines connected TVs, connected Blu-ray players, PC-to-TV connections, and networked digital video player set-top boxes. This report covers key technology solutions and provides worldwide forecasts through 2015.

Penetration of Connected CE Devices: U.S. Households

Penetration of Connected CE Platforms

(Millions of U.S. Households)



Source: Connected Living Room: Web-enabled TVs and Blu-ray Players © 2010 Parks Associates

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"As the industry prepares to unveil the fourth generation of connected TVs and related devices in early 2011, a significant focus in the networked consumer electronics space will be in developing products to receive multiple types of content and applications," said Kurt Scherf, VP, principal analyst, Parks Associates. "Web content will be prevalent, and connected CE will play a significant role in delivering operator-managed services and content."

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Connected Living Room: Web-enabled TVs and Blu-ray Players

By Kurt Scherf, Vice President and Principal Analyst

4Q 2010

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<p>Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Kurt Scherf Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© December 2010 Parks Associates Dallas, Texas 75230</p> <p>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.</p> <p>Printed in the United States of America.</p> <p>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.</p>