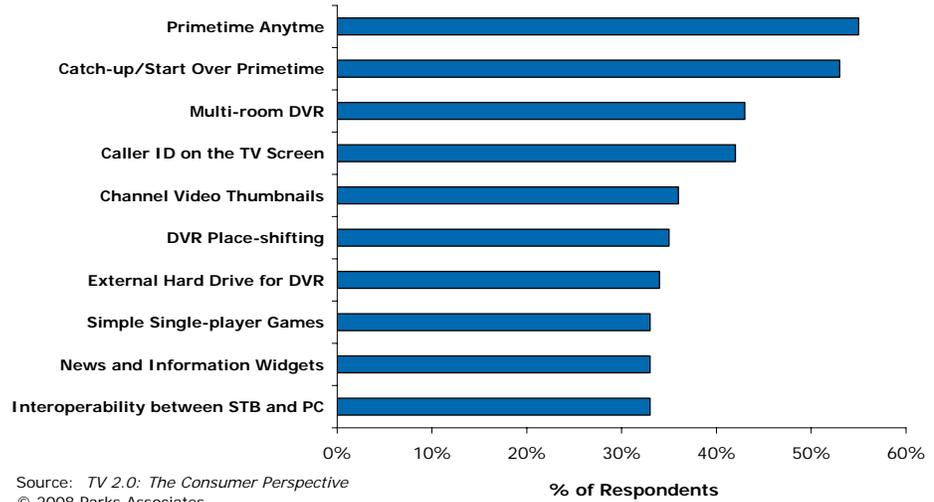


Synopsis **Television 2.0: Television Features with Highest Appeal**

This report examines the growth of television services in Asia, Europe, and North America and analyzes growth strategies adopted by operators and service providers in these markets. It provides research on consumer affinity for more than 20 advanced television features, highlighting appeal, revenue, and churn potential for each feature, and concludes with worldwide forecasts for DTV services, set-top boxes, and digital video recorders.

Television Features with the Highest Appeal (Q3/08)

"How appealing would you find the following features?"
(Percentage of U.S. adult home broadband users rating feature as 5-7, n=2,720, +2%)



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"Video-on-Demand services that feature rich content libraries and allow subscribers more flexible viewing options are today the most potent weapon service providers have in preventing churn and attracting new subscribers and building new value-added services revenues," said Jayant Dasari, research analyst, Parks Associates. "Other interactive and digital home features, such as Caller ID on the TV, multiroom DVR, and remote access to DVR recordings, also rank well among potential applications."

Contents

The Bottom Line 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.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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