

Synopsis	Digital Locker Appeal																
<p>Cloud media and digital locker services provide for both external storage of, and multiplatform access to, premium and user-generated content. This report identifies the emerging services and enabling technologies as well as consumer attitudes regarding such features.</p>	<div style="text-align: center;"> <p>Appeal of Digital Locker (U.S. Broadband Households)</p> <table border="1"> <caption>Appeal of Digital Locker (U.S. Broadband Households)</caption> <thead> <tr> <th>Category</th> <th>Appeal (%)</th> </tr> </thead> <tbody> <tr> <td>Personal music collection</td> <td>28%</td> </tr> <tr> <td>Digital photo collection</td> <td>27%</td> </tr> <tr> <td>Movies & TV programs</td> <td>22%</td> </tr> <tr> <td>Videos recorded to your DVRs</td> <td>18%</td> </tr> <tr> <td>Purchased eBooks</td> <td>12%</td> </tr> <tr> <td>Video game collection</td> <td>12%</td> </tr> <tr> <td>PayTV channels</td> <td>12%</td> </tr> </tbody> </table> <p>Source: <i>Digital Media Evolution II</i> © 2011 Parks Associates</p> </div>	Category	Appeal (%)	Personal music collection	28%	Digital photo collection	27%	Movies & TV programs	22%	Videos recorded to your DVRs	18%	Purchased eBooks	12%	Video game collection	12%	PayTV channels	12%
Category	Appeal (%)																
Personal music collection	28%																
Digital photo collection	27%																
Movies & TV programs	22%																
Videos recorded to your DVRs	18%																
Purchased eBooks	12%																
Video game collection	12%																
PayTV channels	12%																

<p>Publish Date: 1Q 11</p>	<p>"Consumption of digital media is undergoing two major shifts – storage is moving from a local-only environment to a virtually hosted one and the proliferation of network-connected devices is driving multiplatform access to multiple types of media," said Laura Allen Phillips, research analyst, Parks Associates. "This emerging market has created significant opportunities for multiple players to add value to the consumer media experience."</p>
-----------------------------------	---

Contents	
	<p>The Bottom Line</p> <p>Cloud Media and the Digital Locker Dashboard</p> <p>1.0 Report Summary</p> <ul style="list-style-type: none"> 1.1 Purpose and Scope of Report 1.2 Data Sources 1.3 Companies Briefed 1.4 Definitions of Terms and Acronyms <p>2.0 Consumer Interest in Digital Locker/Cloud Media Services</p> <ul style="list-style-type: none"> 2.1 Digital Locker Attitudes and Preferences <ul style="list-style-type: none"> 2.1.1 Attitudes about Virtually-hosted content 2.1.2 Appeal of the Digital Locker 2.1.3 Preferred Access Devices <ul style="list-style-type: none"> For Video For Music For Photos For User-generated Video For Pay-TV For DVR Content

- For E-books
- For Games
- 2.1.4 Distribution Preferences, by Media Type
- 2.1.5 Importance of Digital Locker Features
- 2.1.6 Preferred Digital Locker Provider
- 2.1.7 Willingness to Pay for a Digital Locker
- 2.2 Interest in Mobile-centric Cloud Media/Digital locker Features
 - 2.2.1 Interest in Mobile Backup Service
 - 2.2.2 Interest in Mobile Synching Service
- 3.0 Emerging Services**
 - 3.1 Backup and Synching Services
 - 3.1.1 Cloud Based Solutions and Services
 - 3.1.2 Cloud Hardware: Hybrid Backup & Synching Solutions
 - 3.2 Lifestyle and Media Management Services
 - 3.3 Music Services
 - 3.4 Video Services
 - 3.4.1 nDVR
 - 3.4.2 VOD's Transition to a Digital Locker
 - 3.5 Mobile-centric Solutions
 - 3.5.1 Digital Locker Efforts
 - Digital Entertainment Content Ecosystem (DECE)
 - Keychest and Disney Studio All Access (The Walt Disney Co.)
 - 3.5.2 Cloud Gaming
- 4.0 Key Technologies**
 - 4.1 Storage and Content Management
 - 4.2 Production/Publication
 - 4.3 Distribution
 - 4.4 Authentication/Content Protection
- 5.0 Implications and Recommendations**

Figures

- Digital Locker Attitudes
- Digital Locker Appeal
- Desired Platform for Video Digital Locker
- Desired Platform for Music Digital Locker
- Desired Platform for Photo Digital Locker
- Desired Platform for Home Movie Digital Locker
- Desired Platform for Pay TV Digital Locker
- Desired Platform for DVR Content Digital Locker
- Desired Platform for eBook Digital Locker
- Desired Platform for Games Digital Locker
- Preferences for Physical over Electronic Media
- Importance of Digital Locker Features
- Likelihood of Using Digital Locker by Provider Type
- Willingness to Pay for Digital Locker
- Interest in Mobile Backup Service
- Interest in Synching Files Across Multiple Mobile Devices
- Willingness to Pay for Synching Services
- Cloud-based Synching, Storage, Backup and File Sharing Services
- Pogoplug Device Operational Diagram
- NAS-based Personal Cloud Devices and Solutions

Lifestyle and Media Management Service Providers
Cloud Music Services
Cloud Video Services
Mobile Centric Lifestyle Solutions
White Label Media Management Providers
Media Production and Publication Solution Providers
Cloud Distribution Model
Distribution Technologies and Systems

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 Laura Allen Phillips and Kurt Scherf
Executive Editor: Tricia Parks
Published by Parks Associates

© February 2011 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.