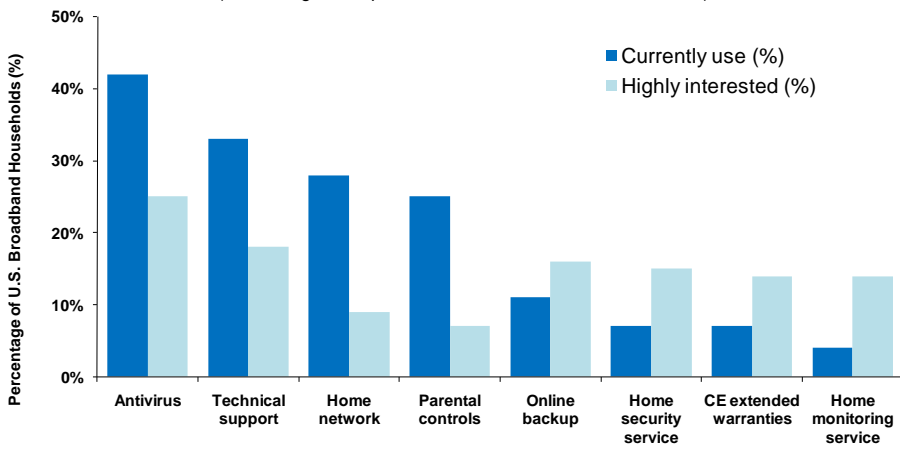


Synopsis	Current Use of/Interest in Services from Broadband Provider																											
<p>This report analyzes opportunities for access service providers (broadband, television, mobile) to deliver connected home value-added services and applications. The report covers value-added service categories including premium tech support, communications services, entertainment, and home and health control and monitoring.</p>	<p style="text-align: center;">Use of & Interest in Services from Broadband Provider (Percentage of respondents in U.S. broadband households)</p>  <table border="1" data-bbox="527 441 1421 892"> <caption>Use of & Interest in Services from Broadband Provider</caption> <thead> <tr> <th>Service</th> <th>Currently use (%)</th> <th>Highly interested (%)</th> </tr> </thead> <tbody> <tr> <td>Antivirus</td> <td>42</td> <td>25</td> </tr> <tr> <td>Technical support</td> <td>33</td> <td>18</td> </tr> <tr> <td>Home network</td> <td>28</td> <td>9</td> </tr> <tr> <td>Parental controls</td> <td>25</td> <td>7</td> </tr> <tr> <td>Online backup</td> <td>11</td> <td>16</td> </tr> <tr> <td>Home security service</td> <td>7</td> <td>15</td> </tr> <tr> <td>CE extended warranties</td> <td>7</td> <td>14</td> </tr> <tr> <td>Home monitoring service</td> <td>4</td> <td>14</td> </tr> </tbody> </table> <p>Source: <i>Customer Support in the Digital Home</i> © 2010 Parks Associates</p>	Service	Currently use (%)	Highly interested (%)	Antivirus	42	25	Technical support	33	18	Home network	28	9	Parental controls	25	7	Online backup	11	16	Home security service	7	15	CE extended warranties	7	14	Home monitoring service	4	14
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<p>Publish Date: 1Q 11</p>	<p>“Broadband as a lone service is becoming highly commoditized; as a consequence, ‘speeds-and-feeds’-based marketing is changing as consumers can get the same or similar services from other providers,” said Kurt Scherf, vice president, principal analyst, Parks Associates. “The ability by service providers to offer connected home services to their customers is important to retaining customers and building future revenues.”</p>
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- 2.4.3 Premium Technology Support
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5.0 Implications and Recommendations

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 Kurt Scherf
Executive Editor: Tricia Parks
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