

By Michael Cai, Director of Broadband and Gaming, and James Kuai, Research Analyst

2Q 2008

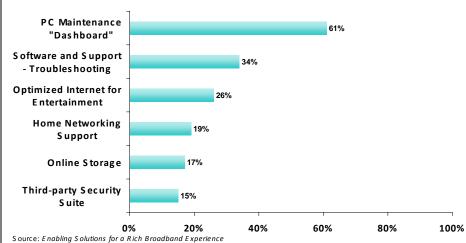
#### **Synopsis**

This report examines the state of the global broadband market and analyzes the drivers, demand, deployments, and critical enabling technologies for broadband valueadded services. It includes six international case studies, profiles of twelve key solution providers, consumer analysis, market forecasts, and recommendations.

## Interest in Specific Broadband Value-added Services

# Consumer Interests in Selected Broadband Value-added Services

(n=3,447 U.S. Internet HHs; Rating of 5-7, where "7" means "extremely interested")



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"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."

# **Contents**

The Bottom Line is a

level summary of the

market, evolutionary

business in this space.

concise, executive-

current state of the

path, and the

implications for

companies doing

A Parks Associates'

Resource Book

# The Bottom Line

### 1.0 Methodology

# 2.0 Global Broadband Market Update

- 2.1 North American Broadband Market Update
- 2.2 European Broadband Market Update
- 2.3 Asian Broadband Market Update
  - 2.3.1 Japan
  - 2.3.2 South Korea
  - 2.3.3 China

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- 3.1 Commoditization of Bandwidth
- 3.2 Changing Broadband Business Models
- 3.3 Converged VAS Drive Bundled Services
- 3.4 Marketing Strategies
- 3.5 Consumer Demand for VAS
- 3.6 Broadband VAS Roadmap
- 3.7 Relevant Technology Development

# contains a wealth of consumer survey data and company profiles-

a must-have reference for product/market planning.

# 4.0 Service Provider Deployments of Value Added Services

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- 5.1 Forecast Methodology
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### Resource Book

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Section II: Demographics Analysis of Broadband Households

Section III: Narrowband-Broadband Migration

Section IV: Broadband Satisfaction Analysis

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Automated PC Maintenance - "the Dashboard"

# Section VI: Demographics Analysis of VAS Customers

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Casero, Inc.

**Exent Technologies** 

Hiwired, Inc.

Intamac Systems

Motive Inc.

Oberon Media

RadialPoint

SupportSoft

Synacor, Inc.

ThePlatform

Xanboo Inc.



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# Resource Book

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Broadband Entertainment Activities II (Q3/07)

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Motive Solutions

SupportSoft Overview

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