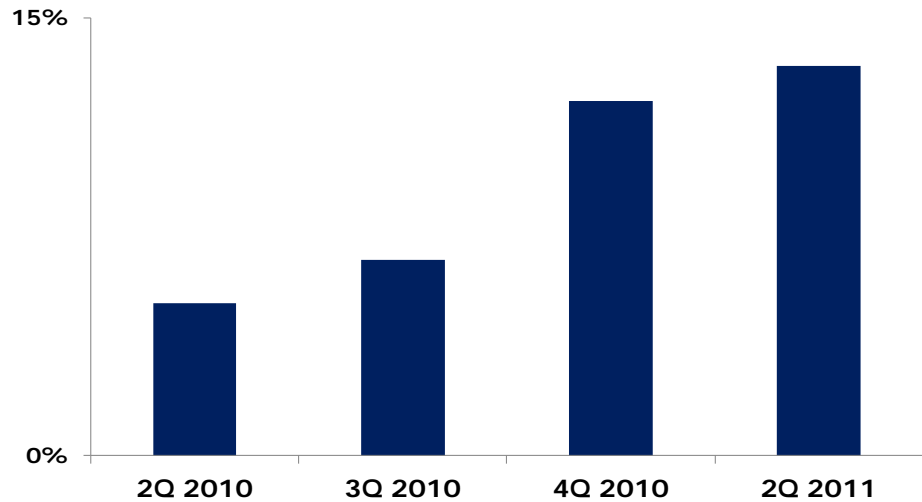


**Synopsis**

This report provides analysis and forecast of the media tablet market using the latest market data, consumer survey results and briefings with key industry players. It illuminates the growing tablet value chain and explores in-depth the implications of tablet growth for the telecommunications, multimedia distribution, and publishing industries.

**Tablet Adoption**

**Tablet Adoption Rate**  
(Among U.S. Broadband Households)



Sources: CDP 2010: Summer Updates; CDP 2010: Holiday Intentions; Three Screens & Beyond; CDP 2011: Base Survey  
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"In just its first year on the market the tablet achieved over 12% adoption among U.S. broadband households, overwhelmingly due to the Apple iPad," said Harry Wang, Director of Health and Mobile Product Research at Parks Associates. "This new mobile computing platform has opened up a space for media consumption between the smartphone and the TV, the personal computer and the e-reader, which will have implications for companies working in the telecommunications, multimedia distribution, publishing and computing industries, to name only a few."

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