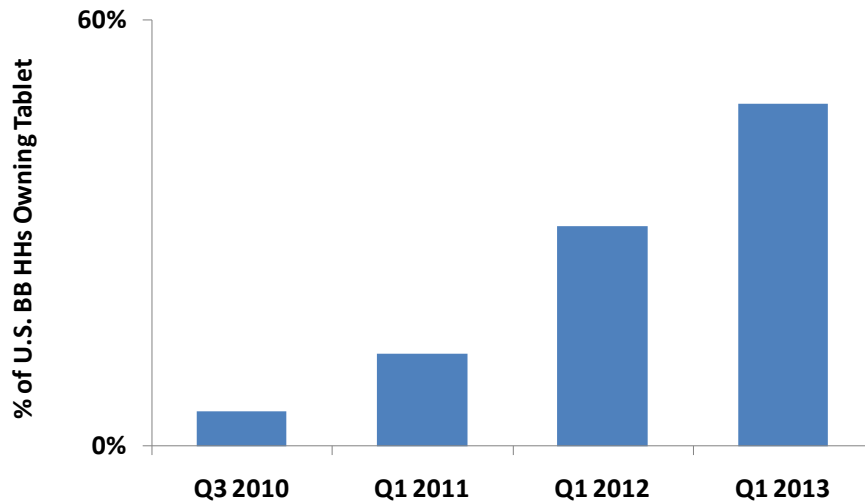


**Synopsis**

This report examines the tablet market and ecosystem using the latest market data, consumer analytics, and briefings with key industry players. The report analyzes the tablet's impact on adjacent CE markets and explores in-depth the components, capabilities and services that drive tablet adoption and use.

**U.S. Tablet Adoption, 2010-2013**

**U.S. Tablet Adoption, 2010- 2013**  
(Among U.S. Broadband Households)



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“In just three years, the tablet has penetrated over a third of U.S. broadband households, with an expanding portfolio of devices and range of price points driving growth year-over-year,” said Jennifer Kent, Research Analyst at Parks Associates. “OEMs must continue to push innovative tablet features in order to secure the form factor’s future in a market that overlaps with other CE categories.”

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