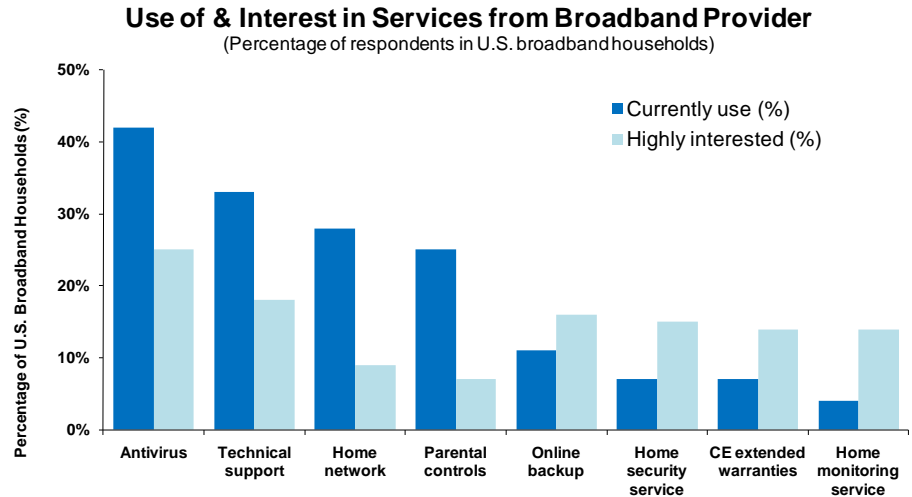


Synopsis **Current Use of/Interest in Services from Broadband Provider**

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.



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"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."

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