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ABOUT PARKS ASSOCIATES

PARKS ASSOCIATES

Parks Associates is a market research and consulting firm focused on all product and service segments that are digital or provide connectivity within the home. We study home networks, digital entertainment, consumer electronics, broadband and Internet services, wireless connectivity, and home systems.

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AGENDA

0845 OPENING

Five Key European Consumer Trends

Kurt Scherf, VP & Principal Analyst, **Parks Associates**

0900 PANEL

Broadband: Adding Value to Access Services

Thierry Boudard, IPTV Strategic Innovation Manager, **Thomson**
Mark Cavicchia, CEO & Founder, **WhereverTV**
Nicolas Decitre, General Manager: France and Benelux, **Jungo**
Art Lancaster, CTO, **Affinegy**
Trond Neergard, Vice President, Sales and General Manager, EMEA, **Radialpoint**

MODERATOR
Kurt Scherf, VP & Principal Analyst, **Parks Associates**

1000 BREAK

1030 KEYNOTE

Keynote: IPTV and the keys to keeping customers

Roger Pitton, Program Director, TV, Video & Music Business, **Microsoft Corporation**

1100 PANEL

All Eyes on Video Service Evolution

Dr. Paul Entwistle, Chief Technologist, **Pace**
Ed Forman, EVP, Products and Services, **ActiveVideo Networks**
Paul Gainham, Director of Service Provider Marketing, EMEA, **Juniper Networks**
Ian Walker, Director of Sales and Marketing, EMEA PayTV, **EchoStar**

MODERATOR
Stuart Sikes, President, **Parks Associates**

1200 LUNCH

1315 PANEL

Trends in Digital Media Content & Delivery

Richard Bullwinkle, Chief Evangelist, **Macrovision**
Margot Dor, Director of Strategy, **ETSI**
Stefan Jenzowsky, CEO, **moreTV Broadcasting GmbH**
Micha Risling, VP of Marketing, **Valens Semiconductor**
Navin Varsani, Consumer Director, EMEA, **Cloakware**

MODERATOR
Kurt Scherf, VP & Principal Analyst, **Parks Associates**

1415 PANEL

How Consumer Electronics Get Connected

Michimasa Aramaki, Director, Industrial Standardization, **HD-PLC Alliance**
Brian Donnelly, Vice President, Sales and Marketing, **Icron**
Dr. Anton Monk, CTO, **MoCA**; Co-Founder, **Entropic Communications, Inc.**
Frederic Onado, Vice President EMEA, **HomePlug Powerline Alliance**; COO, **SPiDCOM Technologies**
Matt Theall, Technology Strategist, **Intel Corporation**; President, **HomeGrid Forum**

MODERATOR
Kurt Scherf, VP & Principal Analyst, **Parks Associates**

1515 BREAK

1545 PANEL

Digital Home Tech Services: New Areas for Customer Support

Milan Erbes, Ambassador, **HGI**; Standardization & Business Development Manager, **DS2**
Gil Eyal, CEO, **Enure Networks**
Peter Galyas, CTO, **Tilgin**
Bill Stanley, Director, Operations Solutions, **Telcordia**

MODERATOR
Kurt Scherf, VP & Principal Analyst, **Parks Associates**

1645 PANEL

Research & Development Trends: The Future of Consumer Technologies

Dr. Ulrich Leiner, Head of Department Interactive Media - Human Factors, **Fraunhofer Institute for Telecommunications, HHI**
Dr. Randolph Nikutta, Head of Project Field "New Media", **Deutsche Telekom AG, Laboratories**
Eric Plesner, Director of Business Development, **IO-Homecontrol**

MODERATOR
Stuart Sikes, President, **Parks Associates**

1745 SUMMARY

Conference Summary from Parks Associates: Five Key Predictions for Digital Lifestyles

Kurt Scherf, VP & Principal Analyst, **Parks Associates**
Stuart Sikes, President, **Parks Associates**

1800 WINE & CHEESE

PANEL GUIDES

Opening Remarks: Five Key European Consumer Trends
0845 | Tuesday 31 March 2009

Growth in the digital lifestyles markets requires matching technological advances to consumer demand. The opening session focuses on five key trends among European consumers, with key findings from Parks Associates' *Entertainment 2.0 in Europe* study:

SPEAKER
Kurt Scherf, VP & Principal Analyst, Parks Associates

- Consumer electronics product ownership and purchase intentions
- Customer use of and satisfaction with television services, including DVRs, high-definition channels, and decision and satisfaction triggers
- Digital entertainment habits, including video-on-demand, movie consumption, and use of Internet VoD services
- Consumer interest in advanced television and video services
- Consumer attitudes toward content copying and piracy

Broadband: Adding Value to Access Services
0900 | Tuesday 31 March 2009

PANEL DESCRIPTION
What can service providers do to acquire and retain subscribers, differentiate, and create new revenues? This panel examines the roles of broadband value-added services, digital home customer support, and the residential gateway in bringing new value to services.

PANEL DETAILS
At the end of 2008, nearly 60 million Western European homes and more than 160 million households worldwide had a basic home network. These numbers represent 52% growth since 2006, and broadband is largely responsible for this trend. This service changes how households communicate, consume entertainment, and organize CE, and providers worldwide are deploying home networks and residential gateways (RGs) that enable new services and features such as multiroom DVR and fixed-mobile convergence services.

In a competitive broadband and multiplay market, RGs serve as critical platforms in managing IP traffic, facilitating new value-added services, and enabling remote support and diagnostics. Once a home is properly equipped, many new connected home/digital home services are possible.

PANELISTS
Thierry Boudard, IPTV Strategic Innovation Manager, Thomson
Mark Cavicchia, CEO & Founder, WhereverTV
Nicolas Decitre, General Manager: France and Benelux, Jungo
Art Lancaster, CTO, Affinegy
Trond Neergard, VP, Sales and GM, EMEA, Radialpoint

MODERATOR
Kurt Scherf, Vice President & Principal Analyst, Parks Associates

Many service providers have established clear roadmaps for their home network solutions which over time expand the roles of residential gateways and set-top boxes to serve in media centralization and distribution, both for devices inside the home and Internet-connected CE outside of the home. The business decisions to develop, equip, and deploy this hardware are necessary in today's market. In 2009, several factors will make the service provider industry more diverse and competitive:

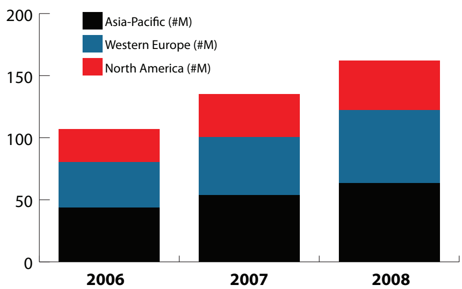
The commoditization of voice and bandwidth — voice is evolving from a service to an application, and consumer bandwidth cost per Mbps has decreased by roughly 60-70% in the past five years

The growth of bundled services — major carriers around the world are trying to fulfill consumer needs for data, voice, mobility, and video with quadruple-play packages

The growth of over-the-top service providers — while this threat is less pronounced in Europe, the model coming from companies such as Google and Hulu should raise enough concern to motivate service providers into action

Convergence of platforms and networks — companies are building Internet protocol into core and edge networks and an array of devices, promising new ways of delivering services

Worldwide Data Networks
(Millions of Households)



With broadband now widespread, competition will come from new entrants and previously unseen market sectors, but service providers should be able to thrive in this environment. They have existing relationships with consumers, networks and platforms that provide better Quality of Service and other features, multiple touch points in the home, and existing relationships with content and application service providers.

The true challenge for service providers is to avoid the impression of being mere amalgamators of different services, an entity interchangeable with its competitors. They need to assume the role of **experience broker**, one that provides exclusive and unmatched access to a variety of different and innovative service combinations – and fulfills a role in the home not easily replaced. Claiming this role is even more important now that cash-strapped consumers are staying home for their entertainment. This market will reward creativity in service design and forethought while maintaining (and even increasing) the emphasis on customer service, and service providers should be able to seize on this opportunity.

PANEL GUIDES

Keynote: IPTV and the keys to keeping customers
1030 | Tuesday 31 March 2009

Gaining and retaining customers in a highly competitive European marketplace are essential for any telecommunication provider. IPTV operators are entering a market that is well developed and occupied by traditional TV service providers such as cable networks, satellite, etc. In order to create a sustaining business, a high degree of differentiation is required and expected: unique content, greater user experience, convergence of the technologies and content. How do service providers adapt to all these new possibilities? What is the key for the operators to run this as a business and stay in the market?

SPEAKER
Roger Pitton
Program Director, TV, Video & Music Business
Microsoft Corporation

This presentation is based on over three years of firsthand experience with marketing and selling IPTV services in Switzerland.

All Eyes on Video Service Evolution
1100 | Tuesday 31 March 2009

PANEL DESCRIPTION
Television services are evolving into converged services, blending aspects of communications, social media, interactivity, and search and discovery in response to growing consumer desire for greater personalization and customization of video experiences. This panel discusses the evolution of television services and focuses on such areas as program guides, programming, on-demand, visual networking, and advertising.

PANEL DETAILS

PANELISTS
Dr. Paul Entwistle, Chief Technologist, Pace
Ed Forman, EVP, Products and Services, ActiveVideo Networks
Paul Gainham, Dir. of Service Provider Marketing, EMEA, Juniper Networks
Ian Walker, Dir. of Sales and Marketing, EMEA PayTV, EchoStar

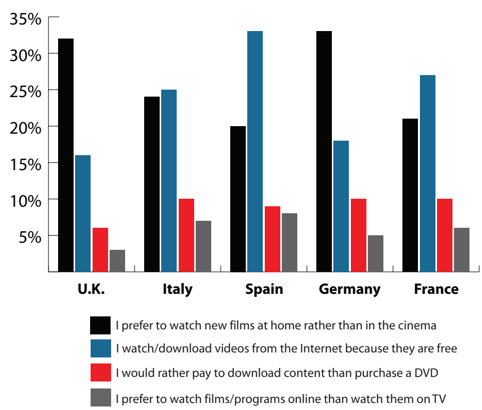
MODERATOR
Stuart Sikes, President, Parks Associates

Over the past three years, the U.K., Italy, Spain, Germany, and France added roughly 50 million new broadband households, but for the most part, the availability of broadband has not caused a seismic shift in the video viewing habits in Western Europe. Not yet. Traditional means of watching video, meaning going out to the cinema or getting a DVD, still dominate. Parks Associates found that in a six-month period in 2008, over 20% of European broadband households had watched a film or TV program online. That is not an insubstantial number, but it is hardly earth-shattering. In addition, the vast majority of these views did not generate any revenue directly. Most of these households are watching free video, both legitimate and illegitimate.

There are emerging legitimate services, such as the BBC iPlayer and the BSkyB Sky Player, while Europe's lingering piracy problem continues to create illegitimate usage. However, resolving this problem is only one of the steps necessary to solve the dilemma in online video. The problem for service providers is that consumers in Western Europe by and large still prefer to watch video through traditional channels. When asked, European broadband users overwhelmingly state a preference for watching video through TVs and DVDs and at cinemas.

So the "free factor" is a major driver in online video viewing. When broadband households in Europe switch to online sources, it is with a certain amount of reluctance, but they make this concession because the content is free. Therefore, it will be difficult for the online video industry to coax revenues from them directly. These findings do not mean that attempts to develop advanced video solutions in Europe are doomed. Online video usage is actually 44% higher in Western Europe than in the U.S. The European consumer is growing accustomed to using the Internet as a source for video content. At the same time, the number of advanced video devices in the home is increasing. For example, 38% of broadband households in the U.K. have a DVR.

Attitudes Towards Video Viewing
"Do you agree with the following statements?"



Providers as well as CE manufacturers could find more success bringing the Internet to these devices – bringing the services to consumers rather than trying to pull them outside of their preferred viewing zones. As DVR use expands, and penetration of connected TVs increases, service providers can integrate Web applications, including widgets, chat, personalized recommendations, and VoD libraries, into consumers' preferred and familiar settings.

Already, one-third of broadband households in the U.K. find widgets appealing. In addition, consumers show a growing interest in media-sharing capability on their TVs (for example, the ability to view pictures from a photo-sharing site). Such applications could serve as the first generation of community and social networking applications, which will lead to the next stages in the evolution of video services and could help overcome the "free dilemma" in online video. Several scenarios could play out in this market, from community and social networking applications to targeted advertising. In the end, with Web video and content going through connected CE and TVs, any variety of applications, advanced devices, and new business plans will emerge, from familiar services (VoD libraries) to wholly new, and ostensibly unprecedented, features.

PANEL GUIDES

Trends in Digital Media Content & Delivery
1315 | Tuesday 31 March 2009

PANEL DESCRIPTION

In an on-demand world, what are the best, most efficient ways for European content producers, service providers, and technology companies to deliver premium and user-generated content services? How will transactional and ad-supported models play out in the short and long terms? This panel brings together content producers, service providers, and technology vendors to discuss trends in digital media delivery and consumption with a specific focus on the business and regulatory law and conditional access and rights management.

PANEL DETAILS

Europe gets less attention than the U.S. when it comes to online video, but in terms of total users of online video services, Western Europe currently has an audience 44% larger than in the U.S. At the same time, it would be a mistake to impose the same assumptions from the U.S. market onto the European market.

There are some premium online video services in Europe that are similar in form and function to U.S.-based efforts such as Hulu, Comcast's Fancast service, and the individual television broadcast networks. For example, the BBC iPlayer is popular, and Yalp! is an effort by Telecom Italia that complements the Alice IPTV service by providing additional programming to an online audience.

PANELISTS

Richard Bullwinkle, Chief Evangelist, Macrovision
Margot Dor, Director of Strategy, ETSI
Stefan Jenzowsky, CEO, moreTV Broadcasting GmbH
Micha Risling, VP of Marketing, Valens Semiconductor
Navin Varsani, Consumer Director, EMEA, Cloakware

MODERATOR

Kurt Scherf, Vice President & Principal Analyst, Parks Associates

What is missing in Europe are large, cross-country services, i.e., services that bring together a number of different providers to host their content through one site such as what Hulu, Joost, Veoh Networks, AOL, and other video aggregators are doing in the U.S.

There are some regulatory issues in Europe that currently prevent this sort of aggregation from occurring. First, recent rulings in the U.K. prevented the BBC Worldwide, ITV, and Channel 4 from rolling out a service (called Project Kangaroo) like iPlayer that would include content from these providers. Other distributors, including Virgin Media and BSkyB, protested through the U.K.'s Competition Commission. ITV and Channel 4 are now likely to sell their content to other aggregators instead of trying to set up a portal of their own.

What is less clear is how European Union directives (previously called Television Without Frontiers and is now the new Broadcasting Directive) will impact the creation of pan-European online video aggregators. Based on current analysis, the directives under the EU guidelines – which are intended to protect the copyrights and intellectual property of individual content owners in individual countries – make it more difficult for the creation of a European-style Hulu that would aggregate content from multiple content owners in different countries.

Millions of Internet Video Users: U.S. and Western Europe

(Millions of Home Broadband Users ages 18+)

	U.S.	W. Europe
Streaming TV Shows (#M)	26.6	42.4
Downloading TV Shows (#M)	3.3	2.5
Renting Online Movies (#M)	1.3	0.3
Downloading Online Movies (#M)	0.8	0.8

As a result, individual providers are driving European-led efforts for online video. These companies include broadband and television providers looking to differentiate and add value to their existing access services as well as content owners such as the BBC, Canal, BSkyB, and broadcasters. These developments will lead to important differences between the U.S. and Europe. While U.S. service providers are scrambling to provide their own online video services to complement their existing access services, the Europeans will make more progress in integrating so-called "over-the-top" content with their services and their customer premise equipment.

Such integration of content and services could help counter a worrisome trend in online video for Western Europe. Parks Associates' *Entertainment 2.0 in Europe* found a relatively high percentage of broadband households, including almost one-third in Spain, watch videos online only because they are free. If given the choice (i.e., if they have to pay for it), the vast majority of broadband households in Western Europe prefer more traditional means of watching video, either at the cinema or on DVD.

Given these findings, the standard pay-to-play model, either via download or streaming, will not work well in Western Europe, at least not at the outset. Therefore, integrating online video with current subscription services could be a better, more successful strategy for packaging this content. In this way, online video can also integrate with other social media and digital content already in popular use in Europe.

For example, video offerings can integrate with mobile services, where European consumers are already accustomed to convergence services via the handset. Parks Associates' *Global Digital Living II* found between 30% and 45% of broadband households in the European countries surveyed have used a mobile phone for e-mail. Among active social-networking users, the majority (with the exception of France) use more than one social networking site. Broadband connectivity allows for greater and more bandwidth-intensive media consumption, so by creating cross-platform services and content partnerships, providers can deliver a rich video experience that ties into other content and access services.

PANEL GUIDES

How Consumer Electronics Get Connected
1415 | Tuesday 31 March 2009

PANEL DESCRIPTION
Consumer electronics manufacturers have many choices in designing network-connected products. This panel brings together companies developing connectivity solutions for fixed and mobile platforms to discuss such areas as home networking, device discovery software, media server solutions, conditional access and rights management, and the role of service providers in developing network-connected devices.

PANEL DETAILS
There are two types of media use cases driving the digital/connected home concept, where multiple devices access rich media from a variety of sources. In both scenarios, the value of connected CE will increase as they evolve into media receivers that can discover, aggregate, access, and display media. The two scenarios for connected CE are the **media server**, where connected CE devices access content stored on computers and other storage devices inside the home, and the **cloud media concept**, where devices link to access services to receive streaming and on-demand content from outside of the home.

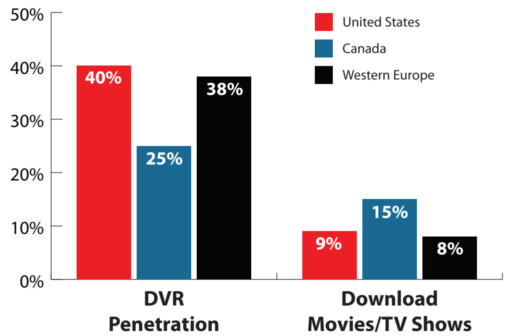
PANELISTS
Michimasa Aramaki, Dir., Industrial Standardization, HD-PLC Alliance
Brian Donnelly, VP, Sales and Marketing, Icron
Dr. Anton Monk, CTO, MoCA; Co-Founder, Entropic Communications, Inc.
Frederic Onado, VP EMEA, HomePlug Powerline Alliance; COO, SPiDCOM Technologies
Matt Theall, Technology Strategist, Intel Corp.; President, HomeGrid Forum

MODERATOR
Kurt Scherf, Vice President & Principal Analyst, Parks Associates

The Media Server Concept: Consumers are acquiring large collections of media. They will, first and foremost, need a way to back up and protect this content. The media server fulfills this function – and has the capacity to meet future needs as the number of devices in the home increases.

The percentages of households with media-rendering devices, including cameras, camcorders, and MP3 players, are high both in the U.S. and Western Europe. Many households worldwide also have DVRs, and with consumers in the U.S. and Europe increasing their access and activity in online video, they are filling up multiple hard drives with premium content. The online video phenomenon is one to watch carefully in Europe. Western Europe actually has more active online video participants than the U.S. – 44% more, to be exact. Much of the online video acquisition is peer-to-peer downloads from non-sanctioned Websites, but still, this activity establishes habits to influence future behavior. The European consumer is getting accustomed to using the Internet as a source for video content.

DVR Penetration & Downloading Online Video
(Percentage of Broadband Households)



With these growing content collections, and as home networks become more prevalent and broadband connections improve, consumers will want to share their content across these devices in and outside of the home. The media server is at the heart of this effort. It fulfills the first-generation need for content backup and security, and the device will expand its role in the home to serve media to the variety of different devices consumers purchase now and in the future.

The Cloud Media Concept: This concept is based on cloud computing and virtualized services and is less centralized than the media-server concept. Consumer electronics receive premium content and application services from access networks. These services include entertainment, communications, and media from closed networks (cable, satellite, IPTV) and the "over-the-top" services coming from the Internet.

Both U.S. and European consumers are interested in on-demand video, in the traditional sense (from a cable provider, for example) and through online sources. Today, the traditional video-on-demand use case is straightforward – the viewer places an order, and the movie or program appears on the TV screen. For online video, the dominant use case is on a home computer, and the percentage of consumers who have a TV connected to a PC to view Web video is small throughout the world. However, Web video is coming to TV screens in a variety of fashions.

One of the biggest trends today in the CE industry is the development of Internet-connected devices that bring Web video to the TV screen. This concept started with a number of stand-alone boxes, Cloud Media Set-top Boxes including the Apple TV, the Xbox 360, the Netflix Player by Roku, and the ZvBox, and some digital media adapter devices that deliver online video content to the TV. This trend is evolving, though, with manufacturers embedding Web video collection capabilities into CE devices such as televisions, Blu-ray players, game consoles, and photo frames. All of these devices will take advantage of the huge collections of professional and user-generated (and Web-hosted) content services to enhance their role in the home, where a device is defined not so much by what it does but by its connection to specific services, value-added features, and other devices.

Both scenarios will have a role in the evolution of the CE in the home – and are not necessarily in competition. As we look further in the future of residential digital systems, the media server and cloud media scenarios could further complement each other – to the point that they create a new breed of network in the home, multilayered, with robust storage and viewing options through multiple connections reaching far outside the home.

PANEL GUIDES

Digital Home Tech Services: New Areas for Customer Support

1545 | Tuesday 31 March 2009

PANEL DESCRIPTION

Multiple companies are starting to realize the vast potential of support services. To succeed, carriers, manufacturers, and retailers must contend with multiple factors to avoid unnecessary expenses and develop the right support solutions that capitalize on this new service area. This panel discusses consumer demand and revenue opportunities for customer support solutions, from installation to troubleshooting to service plans.

PANEL DETAILS

Adoption of a product does not equal comfort with that product. This lesson has been painful for service providers, CE manufacturers, and retailers as the capabilities of their solutions have outstripped their customers' capacity or willingness to learn its operations. The result? Returns on working products. Increased calls to support centers. Consumer frustration that threatens brand status and saps ARPU.

The mass-market status of broadband has raised the service profile for many products. High-speed connections allow devices with Internet access – which now can include TVs, DVRs, smartphones, and game consoles – to pull new content from the cloud and push their own features to new areas. Broader adoption also brings broadband services and related products to late-adoption households, where consumers are more likely to need or want extra guidance and support when installing and using a new device. Currently 24% of broadband households in the U.S. prefer to have someone show them how to use a new product or service – and that's with the solution working as advertised.

PANELISTS

Milan Erbes, Ambassador, HGI; Standardization & Business Development Manager, DS2
Gil Eyal, CEO, Enure Networks
Peter Galyas, CTO, Tilgin
Bill Stanley, Director, Operations Solutions, Telcordia

MODERATOR

Kurt Scherf, Vice President & Principal Analyst, Parks Associates

The migration of consumer technology products and services into more mass-market households has caused this change, and this trend will continue. It will also grow the market for customer support services, starting at the point of purchase. Once these consumers have bought the device and hooked it up, they will want to use it – which introduces a litany of new problems. The most prevalent PC problems today include spam, spyware, and viruses, although a significant percentage of consumers (10%) report OS failure. This finding is significant because of the amount of time and effort required to resolve an OS issue, which by its nature would be difficult to address via remote support services. Add to that the linguistic and regional differences among European countries, and we start to see the real challenges in crafting a complete and robust support offering.

Companies need to address these challenges directly in crafting their support strategies. If their support offerings rely on a stable OS to work, they will fail to address many problems – and leave many dissatisfied customers. At the same time, these services have to compete with (and offer a compelling value proposition over) DIY. Parks Associates' *Managing the Digital Home: Installation and Support Services* found about two-thirds of U.S. consumers who experienced Internet or home computer problems fixed the problem themselves.

While this percentage will decline naturally as the number of "non-tech" PC shoppers increases, DIY activities still take a large chunk of this market. That being said, DIY can be a time-consuming process. It is not always the best option even when the user has ability to fix the issue. Companies can sell their support services by emphasizing their efficiency and convenience in addition to their expertise.

At the same time, they do not want users to walk away feeling they could have done the same (or better) job in solving the problem, so solutions need to be capable and multitiered. The home is supporting a variety of new devices, which adds a new layer of complexity to the home. These devices – connected TVs, DVRs, Blu-ray players, game consoles – are all part of a changing entertainment strategy among cash-conscious consumers. They are spending less time and money on entertainment outside the home, which means they have more invested in their home solutions.

Key Categories and Solutions: Digital Home Support Services

Category	Key Solutions/Requirements
Preventative Maintenance	• Automated tools for regular PC maintenance, performance, installation/configuration, and troubleshooting • Automated security settings and updates, including automatically securing new devices behind proper security • Automated performance status, updates, alerts, and advice on utility dashboards • Wizards for customer self-help
Diagnostics	• Pulling performance and status metrics from devices • Identifying all networked devices, including brands and models, and presenting them in a graphical map
Remote Support	• Automated engines that provide step-by-step advice, fixes, and troubleshooting services • Knowledge databases that feed real-time information to the customer service agent • Robust service history and current status analysis to avoid the annoying "20 questions" • Permission-based remote desktop takeover
On-site Support	• "Digital home spec sheet" – full knowledge of all the devices connected on the home network • Diagnostic information that helps narrow the scope of potential problems • Ability by the on-site agent to see real-time trouble-ticket and work histories

Given these factors, customer support can transition from a burden on providers and manufacturers to a value-added service – and even a business strategy in itself. Opportunities to craft customer support, self-diagnostic, and troubleshooting solutions could benefit a diverse group of players, from broadband, communications, and entertainment providers to retailers and CE manufacturers, as well as third-party vendors offering PC and IT support services to the consumer and through partnerships. The key challenge is in offering a holistic service that has preventative maintenance at its core, is flexible enough to address a variety of challenges, and can accommodate the variety of devices coming into the home and onto the network.

PANEL GUIDES

Research & Development Trends: The Future of Consumer Technologies
1645 | Tuesday 31 March 2009

PANEL DESCRIPTION
This panel features innovative thinkers in R&D, product creation, and service delivery in a discussion on the new opportunities in digital lifestyles technologies. Panelists discuss developments in areas such as home systems, digital health, advertising, communications, and connectivity.

PANEL DETAILS
Digital lifestyle solutions tap their full potential when they forge new links among individual elements, creating an interconnected ecosystem. Each sector of this industry is forging its own linkages for 2009 and beyond.

Broadband service providers have digital media and home support services at the core of their service strategies. Home networks enable features such as multiroom DVR, which enhance television and video services. The integration of digital media allows even greater convergence opportunities, both for consumers looking to personalize content and advertisers looking to target the right consumers.

PANELISTS
Dr. Ulrich Leiner, Head of Department Interactive Media - Human Factors, Fraunhofer Institute for Telecommunications, HHI
Dr. Randolph Nikutta, Head of Project Field "New Media", Deutsche Telekom AG, Laboratories
Eric Plesner, Director of Business Development, IO-Homecontrol

MODERATOR
Stuart Sikes, President, Parks Associates

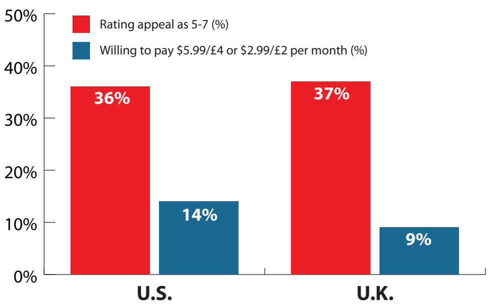
Mobile communications are converging with other digital lifestyles elements. The expansion of mobile broadband services is prompting convergence in the home and the access network, which will enable telecom operators to minimize churn and create multiplatform value-added services. The multiscreen approach, which represents tight linkages between end-user devices and digital media, gaming, and social networking, is perhaps the greatest physical representation of the converged digital lifestyle, and it is one of the biggest market trends right now.

The CE sector will focus on this area in particular in 2009. Several different platforms offer alternatives over traditional TV, including connected TVs and interactive Blu-ray software. From a market perspective, enhanced services are a mechanism to improve sales. From a development perspective, efforts such as embedding Web capabilities into end-user devices open new areas for innovation, including system-on-chip solutions, API elements, and widget engines. All areas will be dynamic in 2009 – and will reward creativity in service design and deployment.

In home networking, the "no-new-wires" space is active. Powerline, HomePNA, and MoCA have all made inroads, but Wi-Fi continues to dominate, accounting for at least half of home network nodes both domestically and internationally. The 802.11n standard is growing significantly and will soon account for more than half of Wi-Fi revenues. The wireless area is also focused on next-generation solutions that will enable "wireless high-definition" distribution, and several camps have emerged, each with a proprietary solution. At the same time, new home networking efforts aimed at extending the reach of interfaces such as HDMI, IEEE 1394, and USB are emerging.

Wireless and powerline standards aimed at expanding control systems in the home are also maturing – with serendipitous timing given the growing global interest in energy and home health management. There will many opportunities for technology companies developing demand-side management, smart metering/smart grid components, personal health monitoring, and electronic medical records creation, preservation, and distribution solutions.

Appeal of a Multichannel Mosaic EPG and Willingness to Pay for Feature
(Broadband Households)



An important part of selling all these linkages is in providing assurances that they will work together – and support will be available when they don't. The market will reward innovations that make processes more seamless and intuitive as consumers want tools to make their media organization and consumption easier. For example, 37% of U.K. broadband households are interested in a "single channel that can provide video thumbnails of what is currently playing on 12-16 other channels," with several respondents willing to pay upwards of £4 per month for this feature. Creative solutions that consolidate content and simplify search and navigation will always find a market, even in a down economy. In the end, value-added features that deliver new content experiences, combined with guides and navigational tools that help consumers best manage and share these experiences, will be critical in delivering on the promise of the connected home.

Conference Summary from Parks Associates: Five Key Predictions for Digital Lifestyles
1745 | Tuesday 31 March 2009

Parks Associates frames the event findings in the context of five key predictions on the development and direction of digital lifestyles markets in Europe:

- Broadband and communications services
- Home connectivity
- Customer support in the digital home
- Home systems and health management
- Television and digital media services

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HD-PLC Alliance

HD-PLC Alliance was established in 2007 and aims to promote widespread use of HD-PLC and interoperability among products using the technology. Its activities include expanding development of new products, education and increased awareness of the technology's benefits. The Alliance is open to companies globally wherever engaged in developing products or providing services based on the HD-PLC format, as well as to any company interested in the HD-PLC technology, and encourages their participation. **www.hd-plc.org**

Global Gold

DSC

Digital Security Controls Ltd. (DSC) is an industry leader in the design and manufacture of electronic intrusion alarm products. The DSC brand is recognized for superior quality and performance in over 140 countries worldwide. DSC includes intrusion alarm control panels, intrusion alarm detection devices and alarm communication products and services.

Founded in 1979, their success has been a result of an unwavering commitment to continually bring new standards of reliability, flexibility, performance and value to products for the professional security installer. DSC has a proud history of innovation, having introduced the industry's first microprocessor-based alarm panel, the PC2000, and the award-winning Power832 that set a new standard for performance, flexibility and value. **www.dsc.com**

Macrovision

Macrovision provides distribution, commerce and consumption solutions for software, entertainment and information content to the home video, PC games, music, cable/satellite, consumer software, enterprise software and information publishing industries as well as middleware solutions to enable the development of connected devices. Macrovision holds approximately 240 issued or pending United States patents and more than 1,200 issued or pending international patents, and continues to increase its patent portfolio with new and innovative technologies in related fields. Macrovision is headquartered in Santa Clara, California, U.S.A. with other offices across the United States and around the world. **www.macrovision.com**

The Multimedia over Coax Alliance (MoCA)

The Multimedia over Coax Alliance (MoCA) is an open, industry-driven initiative promoting distribution of digital video and entertainment through existing coaxial cable in the home. MoCA technology provides the backbone for whole home entertainment networks of multiple wired and wireless products. MoCA's Board of Directors includes Broadcom, Comcast, Conexant, Cox Communications, EchoStar, Entropic Communications, Linksys (a Cisco company), Motorola, Panasonic, Radio Shack and Verizon. **www.mocalliance.org**

Radialpoint

Radialpoint is a leading provider of managed Internet security and care services for Internet service providers (ISPs). Its Value Added Services (VAS) are currently available to over 20 million broadband subscribers worldwide. Radialpoint's Services and Managed VAS Platform enable ISPs to generate new revenue and significantly lower operational costs associated with supporting and bringing new Internet services to market. Its customers include Bell Aliant, Bell Canada, TELUS and Videotron in Canada; AT&T/ BellSouth and Verizon in the U.S.; and, ONO, and Virgin Media in Europe. Radialpoint is headquartered in Montreal, Canada, with offices in Europe.

Radialpoint technologies and the business model they support answer several key business and consumer needs within today's broadband market. As broadband reaches saturation, and access prices fall, Internet Service Providers look to Value-Added Services (supplementary products, such as security, music and video, gaming, and others) to enhance their core access services. Radialpoint directly supports this strategy with comprehensive solutions that enable ISPs to roll out and manage profitable VAS programs and ensure an Optimal Service Experience™ (OSE™) for their subscribers. **www.radialpoint.com**

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ActiveVideo Networks

ActiveVideo™ is a dynamic environment that infuses TV with the best features of the Web. ActiveVideo simply and inexpensively enables expanded programming, navigation and advertising possibilities, allowing viewers to define and share their own TV experiences. Based on standard Web authoring and delivery technologies, ActiveVideo combines Web-based media and targeted, clickable advertisements with the high-quality video, immediate responsiveness and remote control navigation of TV for uniform interactivity across all digital set-tops and Web-connected televisions. **www.avnetworks.com**

Affinegy

Affinegy provides software solutions that remove the networking complexity for consumers who wish to lead a converged Digital Lifestyle, and enable service providers to maximize revenues and profitability in the Digital Home. Our solutions deliver the "it just works" consumer experience that enables mass market adoption of video, data and voice services delivered through IP networks, uniquely spanning existing, new retail and custom networking equipment. Market-leading service providers across North America and the U.K., including Time Warner Cable, Charter, Cox, and Virgin Media, are deploying Affinegy solutions as the foundation of their Digital Home services. **www.affinegy.com**

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Cloakware

Cloakware, an Irdeto company and part of the Naspers group, provides innovative, secure, proven software technology solutions that enable customers to protect business and digital assets in enterprise, consumer and government markets. Cloakware Consumer Product Solutions protect software and content on PCs, set-top boxes, mobile phones, media players and other consumer electronics devices. Protecting over one billion deployed applications, Cloakware is the security cornerstone of many of the world's largest, most recognizable and technologically advanced companies. **www.cloakware.com**

Icron

Icron is a visionary leader in high performance USB bridging and extension solutions for commercial, industrial and consumer markets worldwide. The new Icron TV 2.0 solution combines its USB bridging technology with PC video to uniquely provide consumers with access to all PC content, all PC applications, all Internet content, and all USB I/O devices on their big screen TV. Icron is providing reference designs for OEMs, ODMs and service providers to deliver a full PC on the TV product. **www.icron.com**

ProVision Communications

ProVision Communications is widely recognized for its expertise in delivering high quality video reliably over wireless. The company has developed this reputation through working with leading PayTV service providers and consumer electronics manufacturers.

ProVision's know-how is built upon years of research and consultancy, latterly focusing on wireless networking of HD video. The company's founders are acknowledged leaders in the field and have grown the company to be a key contributor to future home networked environments. **www.provision-comm.com**

Telcordia Technologies, Inc.

Telcordia Technologies, Inc. is a leading global provider of telecommunications network software and services for IP, wireline, wireless, and cable. As the industry continuously evolves, Telcordia has the experience and reach to deliver the critical elements of success to help communication providers worldwide deploy innovative and profitable new services via any network or device while helping carriers aggressively reduce costs and grow revenues. Telcordia is headquartered in Piscataway, NJ, with offices throughout North America, Europe, Asia, Central and Latin America. **www.telcordia.com**

Zilog, Inc.

Founded in 1974, Zilog is a global supplier of 8, 16 and 32-bit microcontroller and microprocessor "system-on-a-chip" (SoC) solutions that allow design engineers the freedom and creativity required for continued innovation in embedded design. The company won international acclaim for designing one of the first architectures in the microprocessors and microcontrollers industry. Today, Zilog designs, develops and markets a broad portfolio of devices for embedded control and communication applications used in consumer electronics, home appliances, security systems, point of sales terminals, personal computer peripherals, as well as industrial and automotive applications. Zilog is headquartered in San Jose, California, and employs approximately 500 people worldwide with sales offices throughout Asia, Europe and North America. **www.zilog.com**

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Affinegy

Affinegy provides software solutions that remove the networking complexity for consumers who wish to lead a converged Digital Lifestyle, and enable service providers to maximize revenues and profitability in the Digital Home. Our solutions deliver the "it just works" consumer experience that enables mass market adoption of video, data and voice services delivered through IP networks, uniquely spanning existing, new retail and custom networking equipment. Market-leading service providers across North America and the U.K., including Time Warner Cable, Charter, Cox, and Virgin Media, are deploying Affinegy solutions as the foundation of their Digital Home services. **www.affinegy.com**

Enure Networks

Enure Networks provides consumer-grade software tools that automatically manage the home network enabling consumers and small businesses to simply enjoy hassle-free connected digital services. Since it was founded in 2003, the company has established itself as a technology leader, providing an unprecedented level of automation-based consumer friendliness. Enure's ServiceShield™ software tool automatically installs, corrects and manages the consumer's home network; the Web-based TIC™ server ensures simplified network management and maintenance for providers. Internet service providers, customer premise equipment manufacturers, retail support companies and value-added service vendors can now enrich their consumer offering with affordable, automated support packages. **www.enure.com**

Supporting

HomeGrid Forum

HomeGrid Forum supports the development of a next-generation single coax, powerline and phone line standard for home networking, promotes its wide adoption, and ensures compliance and interoperability.

HomeGrid has launched three work groups: a G.hn Contribution Work Group, a Compliance & Interoperability Work Group and a Marketing Work Group with the goals of helping to establish industries' technical requirements, ensuring interoperability, branding and marketing of HomeGrid Certified Products. **www.homegridforum.org**

PLATINUM SUPPORTING ORGANIZATIONS

ETSI

ETSI is one of the world's leading standardization organizations for Information & Communication Technologies (ICT). With membership by over 720 companies from 62 countries around the world, ETSI is not only the "home" of many traditional ICT technologies, including GSM and 3G mobile, it is developing increasingly its activities in many innovative areas, including digital media content and delivery. **www.etsi.org**

The Home Gateway Initiative (HGI)

The Home Gateway Initiative (HGI) is an industry body that offers an active dialogue between telecoms operators, vendors and manufacturers and defines technical specifications for Home Gateways. The group, founded by nine telecoms operators in 2004, currently represents key worldwide players in the home gateway or home networking domain, including operators, CPE vendors, chipset manufacturers, network equipment providers and software designers. **www.homegateway.org**

Innovation Lab

In the course of the last six years, we have established an international network comprising close to 2500 connections within worldwide research, product development and entrepreneurship. This network operates as our "antenna association" providing us with a broad perspective of the scope of emerging technologies, of their potential, and of who has advanced the furthest and with what. Such an overview supplies us with a quite precise impression of what will be stirring in 3-5 years which is the time span right now on the drawing boards of research and development departments. **www.ilab.dk**

The Wi-Fi Alliance

The Wi-Fi Alliance is a global, non-profit industry association of 300+ member companies devoted to promoting the growth of wireless Local Area Networks (WLANs). With the aim of enhancing the user experience for wireless portable, mobile, and home entertainment devices, the Wi-Fi Alliance's testing and certification programs help ensure the interoperability of WLAN products based on the IEEE 802.11 specification. Since the introduction of the Wi-Fi Alliance's certification program in March 2000, more than 4,900 products have been designated as Wi-Fi CERTIFIED™, encouraging the expanded use of Wi-Fi products and services across the consumer and enterprise markets. **www.wi-fi.org**

WITI

WITI is the premiere global organization empowering women in business and technology to achieve unimagined possibilities and transformation through technology, leadership and economic prosperity. WITI has powerful programs and partnerships that provide connections, resources, and opportunities. Since 1989, WITI has delivered value to individuals, small businesses, and corporations. **www.witi.com**. Build. Empower. Inspire.

SUPPORTING ORGANIZATIONS

ADMIN Ltd.

ADMIN Ltd. is a St. Petersburg based consultancy focused on mobile content & Internet industry development, electronic commerce, high-tech investments, business consulting and international cooperation. ADMIN Ltd. is an organizer of annual Mobile VAS Conference (**www.vasforum.ru**), Mobile Monday St. Petersburg (**www.mobilemonday.ru**) and other IT events. The Russian Mobile Content Market Report is also available. **www.admin.spb.ru**

CABA

CABA is the only industry association to offer industry intelligence to stakeholders in all areas of home & building automation. CABA's resources cover areas such as HVAC, lighting, security, A/V, communications technologies, energy management and controls. A number of resources are available through the association including iHomes & Buildings magazine, research, CABA's forums, CABA's monthly eBulletin, Information Series reports, Event Reports and the CABA web site. Please visit **www.caba.org** for further information.

CEPCA

Consumer Electronics Powerline Communication Alliance (CEPCA) is a nonprofit corporation established to promote and continuously advance high speed PLC technology to utilize and implement a new generation of consumer electronics products through the rapid, broad and open industry adoption of CEPCA specifications. CEPCA aims to provide consumers with a comfortable and friendly user experience while achieving optimal performance. CEPCA implementations will become an essential function to the widespread usage of CE devices. **www.cepca.org**

The ECHONET Consortium

The ECHONET Consortium was established in 1997 and has since developed key software and hardware technologies for home network systems that conserve energy, improve home security and healthcare, enable remote monitoring and control of equipment, and so on. The ECHONET Specification is a universal transmission standard for various services in home network systems that combine home appliances of different manufacturers for either newly built or existing houses. ECHONET stands for Energy Conservation and Homecare NETwork. **www.echonet.gr.jp**

ETA® International

ETA® International, founded in 1978, the Electronics Technicians Association International is a not-for-profit, professional association promoting excellence in electronics technologies through certifications. The association's initiatives are to provide a prominent certification program of competency criteria and testing benchmarks that steers international electronic standards and renowned professional electronics credentials. **www.eta-i.org**

Experiential Marketing Forum (EMF)

The Experiential Marketing Forum (EMF) is an international community of professionals, students and people who share ideas and keep abreast of the newest trends and exciting things happening in the world of media. Experiential marketing gives customers an opportunity to engage and interact with brands, products, and services in sensory ways that provide the icing on the cake of providing information. The term "Experiential marketing" refers to actual customer experiences with the brand/product/service that drive sales and increase brand image and awareness. **www.experientialforum.com**

SUPPORTING ORGANIZATIONS

Fiber-to-the-Home Council

Now in its seventh year, the Fiber-to-the-Home Council is a non-profit organization established to help its members plan, market, implement and manage FTTH solutions. Council membership includes municipalities, utilities, developers, and traditional and non-traditional service providers, creating a cohesive group to share knowledge and build industry consensus on key issues surrounding fiber to the home. **www.ftthcouncil.org**

Hong Kong Wireless Development Centre

HKWDC has acquired financial assistance from HKSAR and sponsorship from quasi – government organizations and wireless industry players. HKWDC provides a full range of wireless connectivity services, facilities, information, testing services and business networks to wireless parties, especially for application developers. This can greatly assist them in growing and developing in an increasingly competitive wireless market. **www.hkwdc.org**

ITA Alliance

The Interactive Television Alliance is an independent, self-funding, non-profit trade and professional organization representing the broad interests of the entire ITV industry. There is no other single organization that represents the full range of concerns for the ITV industry in the US. Many ITV companies currently belong to a number of associated organizations. NATPE, the Television Academy and Producers Guild represent the content side. CEA, SMPTE, and the ITAA represent technology and standards. NAB and NCTA represent distribution. And ANA, AAAA, CTAM and the IAB represent advertising and marketing. We intend to collaborate actively with all of them as we advance the industry. **www.itvalliance.org**

LonMark International

Few organizations have such a dramatic impact on the development and acceptance of open, interoperable solutions than LonMark International. For over a decade, the members of the LonMark organization have been creating and publishing guidelines supporting the independent development of products that can be seamlessly connected together using the ANSI/CEA 709 networking standard. **www.lonmark.org**

The Mobile Marketing Association (MMA)

The Mobile Marketing Association (MMA) is the premier global non-profit association that strives to stimulate the growth of mobile marketing and its associated technologies. The MMA is a global organization with over 650 members representing over forty countries. MMA members include agencies, advertisers, hand held device manufacturers, carriers and operators, retailers, software providers and service providers, as well as any company focused on the potential of marketing via mobile devices. **http://mmaglobal.com**

The MPEG Industry Forum

The MPEG Industry Forum (MPEGIF) is a not-for-profit organization with the following goal: "To further the adoption of MPEG Standards, by establishing them as well accepted and widely used standards among creators of content, developers, manufacturers, providers of services, and end users." With over 60 member companies representing broad worldwide interests in all aspects of digital video, the MPEG Industry Forum was established to further the understanding and adoption of MPEG-4, MPEG-7, MPEG-21 and other emerging MPEG standards. MPEGIF serves as a single point of information on technology, products and services for these standards, offers interoperability testing, a conformance program, marketing activities, and is present at international trade shows and conferences. **www.mpegif.org**

OSGi Alliance

The OSGi Alliance is an independent non-profit corporation comprised of technology innovators and developers and focused on the interoperability of applications and services based on its component integration platform. The OSGi Alliance is a worldwide consortium of technology innovators that advances a proven and mature process to assure interoperability of applications and services based on its component integration platform. The OSGi Service Platform is delivered in many Fortune Global 100 company products and services and in diverse markets including enterprise, mobile, home, telematics and consumer. The OSGi Alliance was founded in March 1999. **www.osgi.org**

The SIP Center

The SIP Center is a public resource for the commercial development of SIP (Session Initiation Protocol.) Serving both the SIP developer community as well as the wider industry since July of 2000, The SIP Center offers technical and market resources as well as a 24 x 7 public SIP proxy for testing SIP implementations. There are free SIP User Agent downloads, a comprehensive products and services directory, the latest SIP news and special interest articles, tutorials, whitepapers, developers tools and resources and much more. Visit The SIP Center for information on all things SIP. **www.sipcenter.com**

Storage Visions

The Storage Visions Conference gives you a preview of the latest storage trends in a relaxed and informative environment. Meet the folks that matter in the entertainment value chain and find out how current and coming trends can benefit your company. **www.storagevisions.com**

Wireless Industry Partnership (WIP)

WIP makes the path easier for mobile developers, reduces cycle times and increases innovation in the mobile ecosystem. This is accomplished through events like Mobile Jam, the WIPwiki.com resource portal for mobile developers and tools like the WIP Partnership Quiz for connecting to the right partners in the ecosystem. WIP also partners with wireless organizations and Developer Programs around the world. **www.wipconnector.com**

PLATINUM SUPPORTING MEDIA

ChannelPartner

ChannelPartner (CP) is one of the leading information media for dealers, systems houses and service providers in the fields of information technology (IT), telecommunications (TC) and consumer electronics (CE). ChannelPartner helps specialized dealers to develop a corporate strategy, choose their suppliers and put together a product assortment. ChannelPartner's reports – including those in the many Specials – are up-to-the-minute, precise and independent. Channelpartner is more than just a trade journal. Our Internet website channelpartner.de is the leading online platform for the channel. Even now, ChannelPartner and its team of online editors already generate over 2,0 million Page Impressions (IVW, August 2007). **www.channelpartner.de**

Digital Media Wire

Digital Media Wire is a news organization, publisher and events company serving the digital & mobile media and entertainment industries since 2000. We publish a highly respected daily email newsletter, industry directory, and reports, which, combined, deliver the most relevant news and information services for this extremely dynamic industry. Our executive forums, which feature the leading minds and influencers in digital & mobile media, are widely recognized by the press and provide invaluable networking opportunities. We welcome inquiries on how we can put our knowledge & relationships to work for you. **www.digitalmediawire.com**

CE-Business

CE-Business focuses on the transfer of technical know-how, presents new products, and reports on news, trends and business models from the industry. **http://www.channelpartner.de/consumerelectronics/**

SUPPORTING MEDIA

Advanced-television.com

Advanced Television Limited publishes the business journals Euromedia and IPTV International, which cover the broadcast and broadband sectors, as well as providing the online industry news and analysis service www.advanced-television.com. It also publishes management reports and industry databooks. You can register to receive free e.Daily News at **www.advanced-television.com**

Antenna Systems & Technology

Antenna Systems & Technology is a trade magazine for antenna professionals, including commercial operators, OEMs that integrate antennas and components into their wireless systems and infrastructures, antenna manufacturers, dealers/distributors and companies involved with wireless systems, cellular, and RF & microwave communications markets. **www.antennasonline.com**

AutomatedBuildings.com

AutomatedBuildings.com is an on line magazine and web resource providing the news, as well as connection to the exciting and rapidly evolving industry that automates large buildings. We have become the industries B2B web site providing connection for all new and existing automated building industry stakeholders. **www.automatedbuildings.com**

AV & DOMOTICA

AV & Domotica is about domotics, custom install, home entertainment, home cinema and system integration. AV & Domotica is a multimedia concept, which consists of a magazine, a website portal and an e-zine newsletter. Prime target groups ("readers") are: architects, property developers, estate agents, constructors, installers, suppliers, consultants, et cetera. Apart from this, especially consumers will use AV & Domotica for information on their residential AV and domotics demands. AV & Domotica serves the above for the Netherlands, Belgium and Luxemburg. **www.avdomotica.com**

The BRIDGE

On a weekly basis, the BRIDGE provides an in-depth look at bandwidth businesses, whether it's cable, satellite, telco, TV or audio. The publication delivers information, research and the latest trends in business niches such as video-on-demand, pay-per-view, digital recorders and interactive TV, as well as reporting on developments surrounding broadband and sales of consumer electronics at retail. **www.mbc-thebridge.com**

CASADOMO.com

CASADOMO.com — www.casadomo.com — is the world's leading Spanish spoken Digital Home Portal and Community. CASADOMO.com publishes daily news and articles. It also offers a wide range of services such as library, video-library and a digital home dictionary. CASADOMO.com additionally include Guides about products, companies, events, training and real estate projects. CASADOMO.com focuses on areas such as home automation, security, telecom, audio/video, entertainment and informatics related to the digital home. CASADOMO.com sends daily and weekly newsletters to its more than 40.000 active members. **www.casadomo.com**

Conference Guru

Conference Guru - We track hundreds of technology conferences around the world to help our Members find the right conferences…to get in front of the right people…at the right price. **www.conferenceguru.com**

Connect-World

The Connect-World series of magazines is a forum for the highest-level decision-makers in the telecommunications and information technology sectors to give their opinion about the impact of ICTs on the way people live and work. Editions published include: Africa & Middle East, Asia-Pacific, Europe, EMEA, India, Latin America, North America and Global as well as special issues to commemorate significant events, shows and exhibitions. **www.connect-world.com**

BPL Today

BPL Today is your expert resource with news and analysis chronicling the emerging broadband over power lines industry. Nowhere else will you find hundreds of articles, a robust industry directory, discussion forums and more -- all focused on BPL and related industries including smart grid technology and applications, smart building and multi-dwelling unit technology plus smart home, in-premises networks and end-user applications. **www.bpltoday.com/connect**

SUPPORTING MEDIA

Convergence World

Written and compiled by an internationally renowned team of writers in the communications, IT and media marketplace, Convergence World informs and updates 10,500 senior executive decision makers on the major commercial opportunities that convergence currently presents to their businesses. Convergence World brings the highest quality to the reader through editorial opinion, news analysis, industry roundtables, sector features, reports, case studies, interviews with convergence industry leaders and viewpoint articles from industry commentators on a bi-monthly basis. **www.convergenceworld.net**

Domotique News

Founded in 1988 Domotique News has been the first European newsletter of its kind on new e-habitat technologies, and since 1995 the number 1 European information and communication web based platform on intelligent buildings and smart home networks and controls technology. **www.domotique-news.com**

EPM Communications

EPM publishes newsletters, research studies and directories which focus on marketing, consumer and retail trends. The company also produces conferences and seminars; offers telephone-based short-term consulting as well as in-depth competitive analysis; and provides speakers for in-house presentations, workshops and conferences.
www.epmcom.com

Euromedia

Euromedia has established itself as the leading exponent of in-depth analysis across broadband business spectrum. Euromedia's top contributors, columnists and correspondents examine the companies, the technologies and the trends in a way that delivers useable insight to its readers in their own field and, as important, in the parallel and convergent segments. Coverage of broadband technology, content, delivery and monetisation across all platforms are at the heart of the Euromedia mix. While www.advanced-television.com guarantees you will not miss a beat in the fast developing broadband world, Euromedia complements it with the context and analysis that brings it all into focus. **www.advanced-television.com/Euromedia.htm**

The Evening Bridge

The Evening Bridge brings the latest news and developments in cable, satellite, broadcasting, telco TV, Wi-Fi services, DSL and more. The Evening Bridge is a daily, after-the-bell tipsheet to key media industry happenings on Wall Street and beyond. In addition, The Evening Bridge's expanded stock coverage will give you a bird's eye view of the day's market action. Available on-line or in e-news format delivered direct to subscribers.
www.mbc-thebridge.com/eveningbridge.cfm

FierceIPTV

FierceIPTV gives you the inside scoop on the latest developments in the IPTV industry including news on IP television, IPTV deployments, Triple Play, Quadruple play, Set-top box, IP multimedia subsystems (IMS) and IP video. **www.FierceIPTV.com**

FierceMobileContent

FierceMobileContent brings you daily news updates from the mobile content and mobile marketing sector. Coverage includes important mobile content topics like Digital Rights Management (DRM), mobile marketing, mobile messaging, mobile music, mobile search, mobile video & more. **www.FierceMobileContent.com**

FierceOnlineVideo

FierceOnlineVideo gives you the inside scoop on the latest news in the online video industry including video search, video on demand, broadband video, online video advertising, content delivery networks, and more. Read FierceOnlineVideo to stay on top of the latest developments with content providers, service providers, and venture capital deals.
www.FierceOnlineVideo.com

FierceWireless:Europe

FierceWireless:Europe is a twice-weekly wireless industry update for European mobile industry executives. Get the latest news and information about European mobiles & operators, mobile commerce, mobile handsets, mobile applications, 3G technologies, and other European mobile industry advancements.
www.FierceWireless.com/Europe

Global Sources Publications Limited

Global Sources Publications Limited is a leading trade media company, with over 20 years of experience in printing and publishing. We serve to promote trade and business opportunities for global suppliers and buyers in the market. Our trade magazine Global Electronics & Electrical Appliances has a worldwide readership. To help you grasp up-to-date information about global suppliers and market trend, Global Electronics & Electrical Appliances is divided into several sections, which covers a wide spectrum of products.
www.iglobalhk.com

HiddenWires

HiddenWires is the leading European publication for the custom installed home automation and home entertainment trade. Aimed at designers, installers, suppliers and users of smart home technology, HiddenWires offers a products and services directory, news, articles, case studies, an events calendar, a bookshop, and useful links to trade organizations and other resources. Visitors can also sign up to the free email newsletter. In just over three years HiddenWires has grown to over 4000 pages and attracts 150,000 monthly visitors. **http://hiddenwires.co.uk**

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IPTV Industry

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IPTV International
IPTV is the engine that will drive the new media era of 'content everywhere'. Being ahead of the game with the new technologies, new content formats and new business models that IPTV ushers in will determine the success or failure in the coming years. That's why Advanced Television Ltd has launched IPTV International. IPTVi will cove the strategies, companies and people at the forefront of developments in IPTV. It should be read by broadcasters, producers, and network operators and anyone who supplies them to the tools or know-how to deliver their viewers and subscribers the new services enabled by IPTV. **www.advanced-television.com/iptv.htm**

IPTV Magazine
IPTV Magazine is a monthly industry publication that identifies and explains problems and solutions or new revenue producing services and ways to implement them for the IPTV industry. IPTV editors cover different segments of the industry interviewing and reporting on subjects and topics that can benefit people selecting and implementing IPTV systems and services. IPTV magazine is content focused. Much of our articles come from company contributions which have met our unbiased and solution focused guidelines. We cover critical issues facing service providers and manufacturers on the deployment of products, software and services. **www.iptvmagazine.com**

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Mobile Video Magazine
Mobile Video Magazine identifies and explains the technologies and applications that allow video and multimedia services to be provided through mobile communication networks. Readers learn about the types of systems and available options that are necessary to implement mobile video along with new features and applications and the business opportunities that are available in the mobile video industry. **www.mvideomagazine.com**

Next-generation Network (NGN)
June 4, 2008, Computex Forum Taipei -- NGN 2008 at TWTC, Taipei (www.ngntoday.com). Progress toward next-generation networks, relevant technologies, business strategies, by AT&T, Qualcomm, NXP, Texas Instruments, Korea Telecom, NTT and other leading companies. B2B event, audience of 600 pre-qualified industry professionals. Official forum of Computex Taipei. **www.ngntoday.com**

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SkyREPORT.com
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Triple Play News
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TVover.net
TVover.net is a leading site that aggregates news and information about IPTV, Internet TV, and related topics. In addition we provide a directory of web sites offering video or Internet TV, forums for discussion (IPTV Forums), and an informational site (IPTV Information). **www.tvover.net**

WiMAX Industry
WiMAX Industry is the leading online trade publication dedicated to the WiMAX 802.16 standard and broadband wireless access (BWA) marketplace. Providing news, white papers, development resources and online buyer's guide for the WiMAX Industry. With a worldwide readership of manufacturers, providers and enterprise end-users, WiMAX Industry is the number one online marketplace for WiMAX, 802.16 broadband wireless access solutions.
www.wimax-industry.com

Wireless Business Review
Each quarter, Wireless Business Review reaches over 10,000 key wireless decision-makers, the majority of whom are active in the mobile network operator arena worldwide at 'C' Suite level. Every issue of WBR contains high level features which examine currently hot topics across the wireless world. Regular features include a look at the top 25 performing companies in the wireless sector, a review one of the latest sector developments by a top industry analyst and interviews with leading industry figures. **www.telecomredux.com**

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- Features that could trigger churn from one carrier to another
- Consumer expectations and the role of service providers in content storage and management
- Price points for "over the top" (Internet) video on a TV platform

Contact

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This project includes surveys of consumers in the U.K., France, Germany, Spain, and Italy.

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