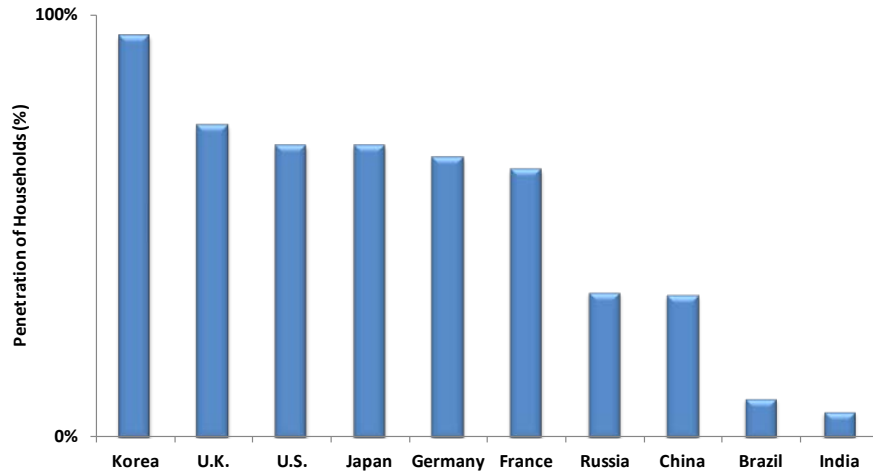


Synopsis **Broadband Penetration**

Digital Lifestyles: Emerging Markets provides a holistic view of the consumer technology product and service trends that are impacting digital living in emerging markets, including Brazil, Russia, China, and India.

The report is broken out by nation and provides a picture of the home for the connected consumer and the trends that influence consumer habits and purchase decisions.

Broadband Penetration Among Global Markets



Source: *Digital Lifestyles: Emerging Markets*
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“Technology products and services are seeing incredible growth in emerging markets such as China, India, Russia, and Brazil. Global consumer technology companies are looking to emerging markets as opportunities for future expansion. However, each of these markets is unique and offers its own challenges,” said Brett Sappington, Director of Research at Parks Associates. “*Digital Lifestyles: Emerging Markets* looks into each of these markets, examining the state of the industry and of the consumer home for current and future devices, services, and digital media habits.”

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Attributes

Parks Associates
15950 N. Dallas Parkway,
Suite 575
Dallas, TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Brett Sappington, Hema Sarathy, and Pietro Macchiarella
Executive Editor: Tricia Parks
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