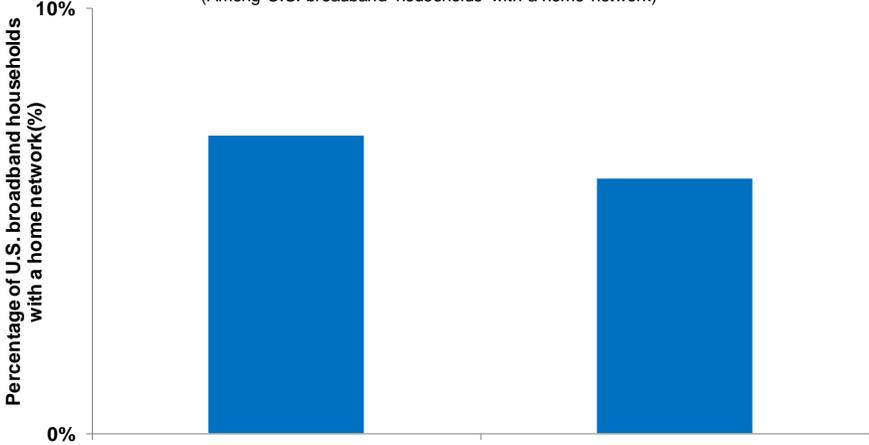


Synopsis	Current Use of/Desire for Networked Audio at Home						
<p><i>Networked Audio Products: Market Update</i> examines key technologies enabling the wireless in-home streaming of music services to a variety of products – from AV receivers to docks and home theater systems. This report profiles suppliers of both chipset and software solutions, examines products most likely to include embedded solutions, and provides market forecasts.</p>	<p align="center"><b>Current Use of/Demand for Networked Audio Systems</b></p> <p align="center">"Home networks can provide a number of benefits. What applications have you enabled/would you like to have: a multiroom music system where music stored on home PCs or streamed over the Internet is played by specific receivers in one more more areas of the house?" (Among U.S. broadband households with a home network)</p>  <table border="1"> <caption>Percentage of U.S. broadband households with a home network (%)</caption> <thead> <tr> <th>Category</th> <th>Percentage (%)</th> </tr> </thead> <tbody> <tr> <td>Currently have</td> <td>~65</td> </tr> <tr> <td>Would like to have</td> <td>~55</td> </tr> </tbody> </table> <p><i>Source: Consumer Demand for Technical Support Services</i> © 2011 Parks Associates</p>	Category	Percentage (%)	Currently have	~65	Would like to have	~55
Category	Percentage (%)						
Currently have	~65						
Would like to have	~55						

<p><b>Publish Date:</b> 4Q 11</p>	<p>"With growing libraries of downloaded music and increasing access to streamed sources, consumers desire ways in which to expand their audio enjoyment at home," said Kurt Scherf, VP, principal analyst, Parks Associates. "Networked audio products are becoming more commonplace as a way to extend music into multiple parts of the home."</p>
-----------------------------------	--

Contents	
	<p><b>The Bottom Line</b></p> <p><b>1.0 Report Summary</b></p> <ul style="list-style-type: none"> <li>1.1 Purpose and Scope of Report</li> <li>1.2 Data Sources</li> <li>1.3 Companies Briefed</li> </ul> <p><b>2.0 Drivers for Networked Audio Products</b></p> <ul style="list-style-type: none"> <li>2.1 Defining the Market</li> <li>2.2 Market Potential</li> <li>2.3 Trends in Digital Music Consumption <ul style="list-style-type: none"> <li>2.3.1 Music Downloads</li> <li>2.3.2 Music Subscriptions</li> <li>2.3.3 Cloud Music Services</li> </ul> </li> <li>2.4 Growth of Connected Consumer Electronics</li> <li>2.5 Interest in Networked Audio Systems</li> <li>2.6 Manufacturers Promote Connectivity</li> </ul> <p><b>3.0 Key Technologies</b></p> <ul style="list-style-type: none"> <li>3.1 Media Processors</li> <li>3.2 AirPlay</li> <li>3.3 DLNA</li> </ul>

- 3.4 Wireless Networking
  - 3.4.1 Number of Wi-Fi CERTIFIED™ Audio Products
  - 3.4.2 Enhancing Wi-Fi for Audio Distribution
    - Wi-Fi Multimedia (WMM)
    - Audio/Video Bridging (AVB)/AVnu Alliance
  - 3.4.3 Other Wireless Solutions

**4.0 Market Forecasts**

**5.0 Conclusions**

**Figures**

- Networked Audio Products
- Connecting Networked Audio Products to Music
- 2010 Audio Product Purchases: Percentage of Households
- 2010 Audio Product Purchases: Estimated Number of Products
- Global Market Opportunity: Networked Audio Products
- Digital Music Market: Total Revenues
- At Least Monthly Use: Internet Radio and Downloaded Music
- U.S. Digital Music Revenues
- Tunes Song Downloads
- Estimated U.S. Digital Music Market Share: 2010
- Digital Media Collections
- Streaming Music Services: Millions of Users
- Comparing Music Subscribers to All Broadband Households
- Penetration of Audio Products
- Penetration of Audio Products
- Users of Cloud Music Services
- Unit Sales of Connected CE Products
- Use of Connected Consumer Electronics for Music
- Important Features/Services for New Connected CE Devices
- Percentage of Audio Products at Best Buy with Network Capability
- Growth of Home Networks
- Interest in Home Network-enabled Applications
- Comparing Consumers Interested in a Whole-home Music System to All Broadband Households
- Likelihood of Purchasing Audio Products
- Likelihood of Purchasing a Networked Music System
- Music Subscription Services and Audio Product Availability
- Manufacturers and Networked Audio Offerings
- A/V Receiver Brands
- Stationary Speaker Brands
- Music System Brands
- MP3 Dock Brands
- PC Speaker Brands
- Networked Audio Media Processor Vendors
- How Reciva Connect Plus Works
- Apple AirPlay Examples
- Apple AirPlay-enabled Products
- DLNA Vision
- DLNA Interoperability Stack
- DLNA Software Certifications
- DLNA Certified Products – Tablets, Mobile Phones, and A/V Receivers
- Audio Products Using AwoX DLNA Software

Wi-Fi CERTIFIED™ Audio Products  
Proprietary Wireless Solutions for Wireless Distribution  
Network-capable Audio Products Forecast Methodology  
Network-capable Audio Products Forecast - Table  
Network-capable Audio Products Forecast - Chart

**Attributes**

**Parks Associates**  
15950 N. Dallas Pkwy  
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 Kurt Scherf  
Executive Editor: Tricia Parks  
Published by Parks Associates

© November 2011 Parks Associates  
Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

**Disclaimer**

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.