

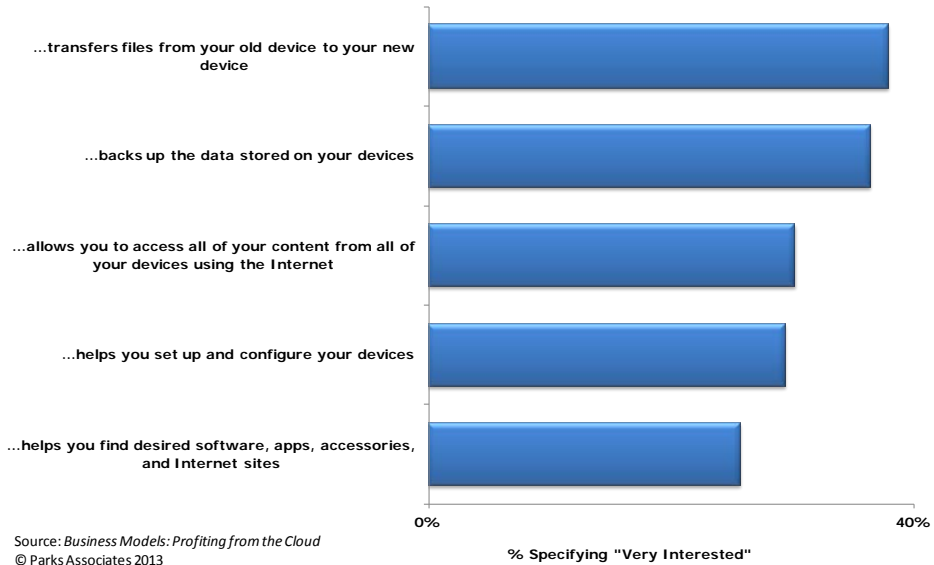
Synopsis **Consumers and the Storage Cloud**

This report analyzes the ecosystem and business strategies for the storage cloud, a key segment of the personal cloud that provides online, remote access to stored content.

The report details the various players within the storage cloud ecosystem, their motivations, and the business models that best align with their goals. It assesses areas of differentiation, how to reach consumers, and the future for storage cloud revenues.

Interest in Storage Cloud Services

"How interested would you be in having services that..."
(U.S. Broadband Households)



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"Although the storage cloud has been an important element of the personal cloud for several years, generation of adequate consumer revenues has been elusive," said Barbara Kraus, director of research, Parks Associates. "The ecosystem, business models, and approaches to reach consumers continue to evolve for this industry. Though current strategies focus on consumer adoption, several new approaches may provide avenues to greater profitability."

Contents

- 1.0 Report Summary**
 - 1.1 Purpose and Scope of Report
 - 1.2 Data Sources
- 2.0 The Business of Consumer Cloud Storage**
- 3.0 Consumer Habits and Preferences**
 - 3.1 Consumer Storage Concerns
 - 3.2 Demand for Cloud Storage
 - 3.3 Mobile Devices and Cloud Storage
- 4.0 Cloud Storage Ecosystem**
 - 4.1 Online Cloud Storage Providers
 - 4.2 CE Makers and Digital Content Distributors
 - 4.3 Storage CE Makers
 - 4.4 Broadband and Mobile Operators
 - 4.5 Security Providers
 - 4.6 Social Networks
 - 4.7 Technology Enablers
 - 4.8 White Label Services

4.9 Vertical-Specific Services

5.0 Cloud Storage Business Strategies

5.1 Direct Consumer Pay Strategy

5.1.1 Freemium Strategy

Freemium Growth Enablers

Freemium Strengths

Freemium Weaknesses

Key Freemium Industry Players

5.1.2 Promotional Strategy

Promotional Growth Enablers

Promotional Strengths

Promotional Weaknesses

Key Promotional Players

5.1.3 One-Time Payments

Network-Attached Storage Growth Enablers

Network-Attached Storage Strengths

Network-Attached Storage Weaknesses

Key Network-Attached Storage Players

5.2 Free Storage Strategy

5.2.1 Free Storage Growth Enablers

5.2.2 Free Storage Strengths

5.2.3 Free Storage Weaknesses

5.2.4 Key Free Storage Players

5.3 White Label Strategy

5.3.1 White Label Growth Enablers

5.3.2 White Label Strengths

5.3.3 White Label Weaknesses

5.3.4 Key White Label Players

6.0 Forecast

6.1 Methodologies and Assumptions

6.2 Cloud Storage Growth

7.0 Implications

8.0 Glossary

Index

Figures

Concerns about Hard Drive Failure
 Content Loss in Hard Drive Failure
 Concerns about Cloud Storage Services
 Number of Storage Locations
 Frequency of Cloud Storage Usage
 Frequency of Cloud Storage Usage
 Number of Online Storage Locations Used
 Use of Mobile Device Apps to Access Files/Content Online
 Accessing of Digital Files via Tablet Apps by Age
 Cloud Storage Provider Examples
 General and Specialized Cloud Storage Providers
 Most Used Cloud Service Providers
 Percent of Content on Home Computer Stored Elsewhere
 Use of Online Storage/Backup Service Offered By ISP

Cloud Storage Market-Facing Strategies
 Companies Using Freemium Approach
 Freemium Pricing Examples
 Freemium Providers
 Companies Using Promotional Approach
 Promotional Providers
 Companies Using the One-Time Payment Approach
 NAS Providers
 Companies Offering Free Storage
 Free Storage Providers
 Companies Using a White Label Strategy
 White Label Providers
 Cloud Storage Forecast Methodology
 Consumer Cloud Storage Revenue Forecast
 North America Revenue Forecast by Business Approach
 Western Europe Revenue Forecast by Business Approach
 Developed Asia Pacific Revenue Forecast By Business Approach
 Cloud Storage Households Forecast
 Cloud Storage Accounts Forecast
 General Storage Revenues Forecast
 Specialized Storage Revenues Forecast
 Revenue Trends for General and Specialized Storage
 White Label Revenue Forecast

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