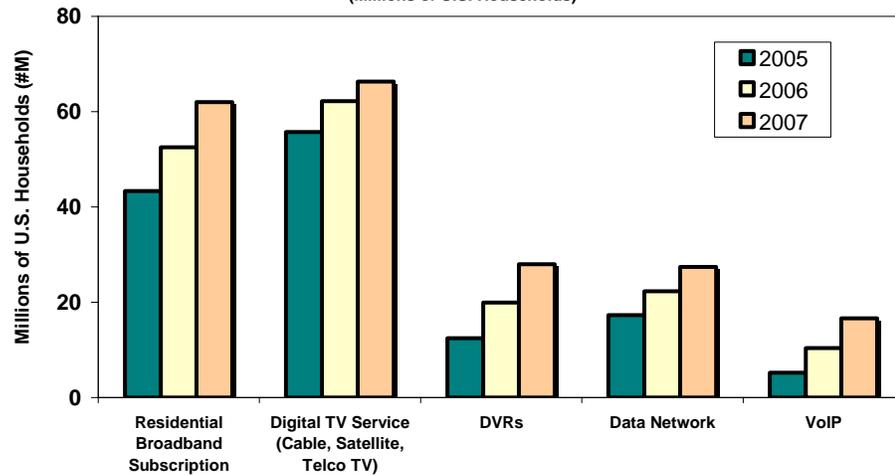


Synopsis

Digital Lifestyles: 2007 Outlook provides analysis and forecasts for a variety of digital lifestyle product categories, including broadband Internet, television services, digital content services (music, gaming, and video), and products (home networks and consumer electronics).

Household Penetration: Digital Lifestyle Products and Services

**Household Penetration:
Digital Lifestyle Products and Services**
(Millions of U.S. Households)



Source: *Digital Lifestyles: 2007 Outlook*
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“The foundations of digital lifestyle applications and products are built on access services, including broadband Internet and television,” said Kurt Scherf, vice president and principal analyst with Parks Associates. “With the penetration of high-speed Internet exceeding 50% in 2007, we’re also witnessing shifts in the way companies are positioning their communications, entertainment, and information services as home technology solutions.”

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