

Cloud Media and the Digital Locker

By Laura Allen Phillips, Research Analyst; Kurt Scherf, Vice President and Principal Analyst

1Q 2011

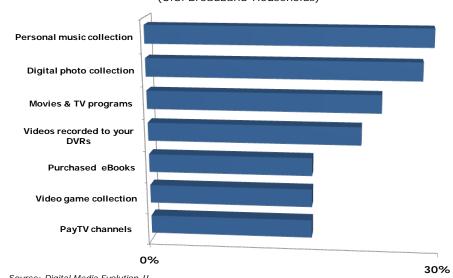
Synopsis

Cloud media and digital locker services provide for both external storage of, and multiplatform access to, premium and user-generated content. This report identifies the emerging services and enabling technologies as well as consumer attitudes regarding such features.

Digital Locker Appeal

Appeal of Digital Locker

(U.S. Broadband Households)



Source: Digital Media Evolution II © 2011 Parks Associates

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"Consumption of digital media is undergoing two major shifts – storage is moving from a local-only environment to a virtually hosted one and the proliferation of network-connected devices is driving multiplatform access to multiple types of media," said Laura Allen Phillips, research analyst, Parks Associates. "This emerging market has created significant opportunities for multiple players to add value to the consumer media experience."

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The Bottom Line

Cloud Media and the Digital Locker Dashboard

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For Video

For Music

For Photos

For User-generated Video

For Pay-TV

For DVR Content

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For E-books

For Games

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Digital Entertainment Content Ecosystem (DECE)

Keychest and Disney Studio All Access (The Walt Disney Co.)

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Digital Locker Attitudes

Digital Locker Appeal

Desired Platform for Video Digital Locker

Desired Platform for Music Digital Locker

Desired Platform for Photo Digital Locker

Desired Platform for Home Movie Digital Locker

Desired Platform for Pay TV Digital Locker

Desired Platform for DVR Content Digital Locker

Desired Platform for eBook Digital Locker

Desired Platform for Games Digital Locker

Preferences for Physical over Electronic Media

Importance of Digital Locker Features

Likelihood of Using Digital Locker by Provider Type

Willingness to Pay for Digital Locker

Interest in Mobile Backup Service

Interest in Synching Files Across Multiple Mobile Devices

Willingness to Pay for Synching Services

Cloud-based Synching, Storage, Backup and File Sharing Services

Pogoplug Device Operational Diagram

NAS-based Personal Cloud Devices and Solutions



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Lifestyle and Media Management Service Providers

Cloud Music Services Cloud Video Services

Mobile Centric Lifestyle Solutions

White Label Media Management Providers

Media Production and Publication Solution Providers

Cloud Distribution Model

Distribution Technologies and Systems

Attributes

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