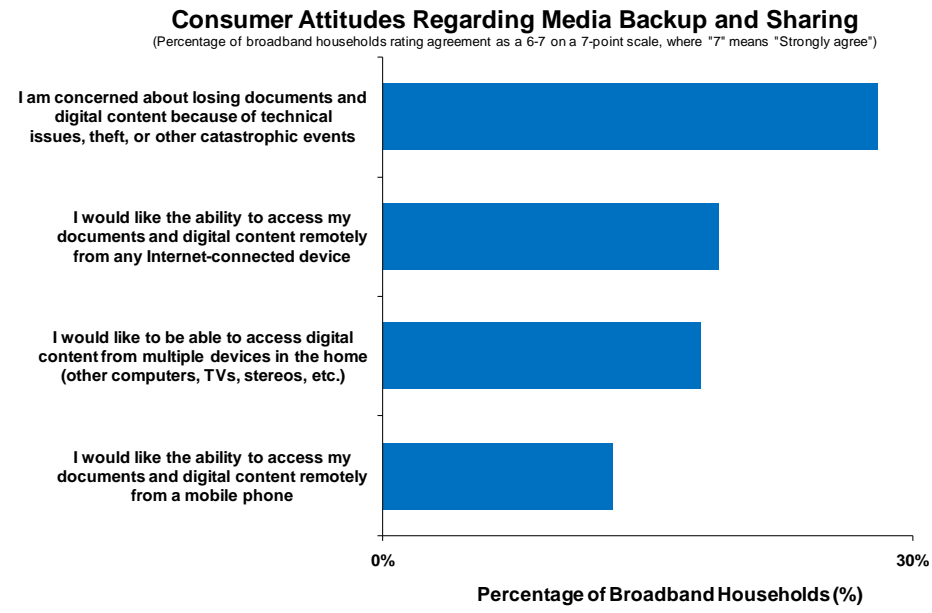


**Synopsis** **Consumer Attitudes Regarding Media Backup and Sharing**

*Consumer Storage Opportunities* examines the consumer electronic ecosystem for data and media backup, safekeeping, storage, and sharing. It analyzes key trends in hardware and software development and provides industry forecasts for network-attached storage products.



**Publish Date:** 1Q 10

"The rapidly declining cost for storage has created the opportunity for affordable backup, safekeeping, and network-oriented storage for the mass market," said Kurt Scherf, vice president, principal analyst, Parks Associates. "What will drive developments in 2010 and beyond are networking, media sharing and streaming, and the role of consumer storage products as true media hubs."

**Contents**

- 1.0 Notes on Methodology**
  - 1.1 Data Sources
  - 1.2 Definitions
- 2.0 Consumer Storage Devices: An Overview**
  - 2.1 Classifying Consumer Storage Solutions
    - 2.1.1 Portable/Mobile Storage
    - 2.1.2 Direct-attached Storage
    - 2.1.3 Network-attached Storage and Home Server
    - 2.1.4 Storage and Digital Media Players
- 3.0 Catalysts for the Home Server**
  - 3.1 Consumer Factors
    - 3.1.1 Digital Media Use on the Rise
    - 3.1.2 Backup and Safekeeping
    - 3.1.3 Sharing
    - 3.1.4 Home Networking's Evolution beyond Just Data
    - 3.1.5 Evolution of NAS Devices
  - 3.2 Business Factors
    - 3.2.1 Established Players Seeking New Markets
    - 3.2.2 The Role of Service Providers: Network-hosted and Local Storage

Strategies

3.3 Key Components of the Consumer Storage Experience

3.3.1 Connectivity Approaches

3.3.2 Storage Media

3.3.2.1 Flash Media

3.3.3 Home Networking Technologies

3.3.4 Software/Middleware Solutions

3.3.5 Industry-led Efforts to Create Connected Product Ecosystems

**4.0 Market Forecasts**

**5.0 Conclusions and Recommendations**

5.1 For Storage CE Companies

5.2 For Service Providers

5.3 For Technology Providers

**Figures**

Portable Device Adoption and Usage  
 Broadband Households with Hard-Drive Failures  
 Consumer Storage Product Categories  
 Portable Storage Devices  
 Direct Attached Storage Devices  
 Networked Attached Storage Devices and Home Servers  
 Storage Vendors and Digital Media Players  
 Digital Media Activities  
 Gigabytes of Storage Needed for U.S. Households  
 Current and Potential Future for "Place-shifting"  
 Data Backup Habits  
 Attitudes about Digital Media, Storage and Sharing  
 How Do Consumers Backup Content?  
 Consumers and Backup (2006 vs. 2009)  
 Important Storage Features for NAS Devices  
 Sharing Features for NAS Devices  
 Households with Data Networks  
 Important Networking Features for NAS Devices  
 Evolution of NAS Devices  
 Seagate: Unit Shipments of Consumer Electronics Hard Drives  
 Interest in a Network-Hosted Storage Solution  
 Network-hosted Storage vs. Physical Storage  
 Hardware Vendors and Online Storage  
 "No-New-Wires" Home Networking Solutions  
 Software/Middleware Providers  
 DLNA Certified NAS Products  
 DLNA Vision  
 DLNA Interoperability Stack  
 Quarterly Revenues – Seagate and Western Digital  
 NAS Sales Forecast Methodology  
 NAS Unit Sales  
 NAS Revenue Forecast  
 Importance of Brand by Product Category  
 Purchasing Factors by Product Category

**Attributes**

**Parks Associates**  
5310 Harvest Hill Road  
Suite 235  
Lock Box 162  
Dallas TX 75230-5805

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Kurt Scherf and Pietro Macchiarella  
Executive Editor: Tricia Parks  
Published by Parks Associates

© March 2010 Parks Associates  
Dallas, Texas 75230

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.