

# Digital Home Service

## Understanding Competitive Dynamics in the Digital Home Market

### Market Segments Covered:

- ▶ Network Services
  - Voice, video, data, bundles, and VoD
- ▶ Content
  - Content agreements, new content formats, usage measurement, navigation, and digital rights management (DRM)
- ▶ Consumer Electronics
  - Home networking (wireless, wireline), personal video recorders, set top boxes, gaming platforms, PCs/media centers, digital audio, and digital TV

### Build Your Competitive Advantage:

- ▶ Industry Event Reports
- ▶ Company Assessments
- ▶ Market Assessments
- ▶ Weekly Digital Home First Look Report
- ▶ Quarterly Broadband Market Track Report
- ▶ Monthly Digital Home Watch Report

### Related Services:

- ▶ Broadband Pricing & Promotion Database
- ▶ Applied Customer Intelligence / Primary Research

The Digital Home marketplace faces many hurdles on the path toward greater home networking and a freer flow of content onto multiple devices. Stakeholders are confronted with fundamental challenges that include a need for greater broadband penetration, fears of widespread copyright infringement, and consumer confusion that is fueled by the growth in competition and technologies. As these hurdles continue to slow the wider adoption of Digital Home technology, content creators, service providers, and consumer electronics manufacturers continue their search for a resource that makes sense of this rapidly changing and increasingly competitive marketplace.

Current Analysis provides unique Competitive Response™ solutions for the broad distribution of actionable, tactical, and rapid competitive intelligence on products and services for the Digital Home. This comprehensive solution enables professionals throughout the enterprise – sales, marketing, strategy, and management – to gain access to the latest intelligence about trends and events affecting the Digital Home market, and how best to respond.

## SERVICE DESCRIPTION

Delivered via our web-based platform, CurrentCOMPETE™, Current Analysis' Digital Home Service examines competitive issues around consumer networking services, digital content, and consumer electronics. Comprehensive coverage includes product and service rollouts from network service providers and consumer electronics vendors, as well as the exploration of content related issues such as digital rights management, content encoding standards, and key content agreements.

### Benefits

- Analysis of breaking industry news within 48 hours enables your sales, marketing, and product management teams to respond to competitor actions quickly.
- Reduce go-to-market pressure and accelerate business without losing research time
- Reliable, third party analysis reduces the cost of internal researching and improves employee productivity.
- Leverage side-by-side functionality to compare your services and strategies against those being deployed by your competitors.

*"Current Analysis is superior for several reasons - The information is very relevant, timely and well organized and I like how I can customize it."*

- *Competitive Assessment Manager*  
Regional Bell Operating Company

## KNOW YOUR COMPETITORS, THEIR STRATEGIES, AND TACTICS FOR RESPONDING EFFECTIVELY

### COMPANIES COVERED (PARTIAL LIST)

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- |                      |             |                      |
|----------------------|-------------|----------------------|
| » AOL                | » Disney    | » Qwest              |
| » Apple              | » EarthLink | » SBC Communications |
| » BellSouth          | » EchoStar  | » Scientific Atlanta |
| » Cablevision        | » Fox       | » Sony               |
| » Charter            | » HP        | » Sprint             |
| » Comcast Cable      | » Intel     | » Time Warner Cable  |
| » Cox Communications | » Motorola  | » Time Warner        |
| » Dell               | » MSN       | » TiVo               |
| » DirecTV            | » Napster   | » Verizon            |
|                      |             | » Yahoo!             |

## STAY INFORMED WITH ANALYSIS OF MAJOR INDUSTRY ISSUES

- » Digital Rights Management (DRM)
- » Bundled offerings
- » Reducing churn and raising average revenue per user (ARPU)
- » Incumbent phone companies' upcoming launches of IPTV
- » Emerging video services (Digital Video Recording - DVR, Video on Demand - VoD, and High Definition Television - HDTV)
- » Increased voice competition from cable companies and independents like Vonage with voice over IP (VoIP) services
- » DSL and cable modem providers battle for market share
- » Convergence of the PC and TV
- » Digital content integration over various formats
- » Preserving security in personal wireless networks
- » Content and services delivery, packaging, and positioning
- » Provider infrastructure strategies and major regulatory changes
- » Finding and personalizing content as the number of choices expands



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### About Current Analysis

Current Analysis has been helping leading technology companies improve their competitive responsiveness since 1997. We enable you to improve your performance by creating a repeatable process advantage over your competitors.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making Current Analysis the leader for competitive intelligence demands. We serve more than 40,000 users at over 250 enterprise clients. Our client base represents the preeminent firms in the telecommunications, information technology and consumer electronics industries.