

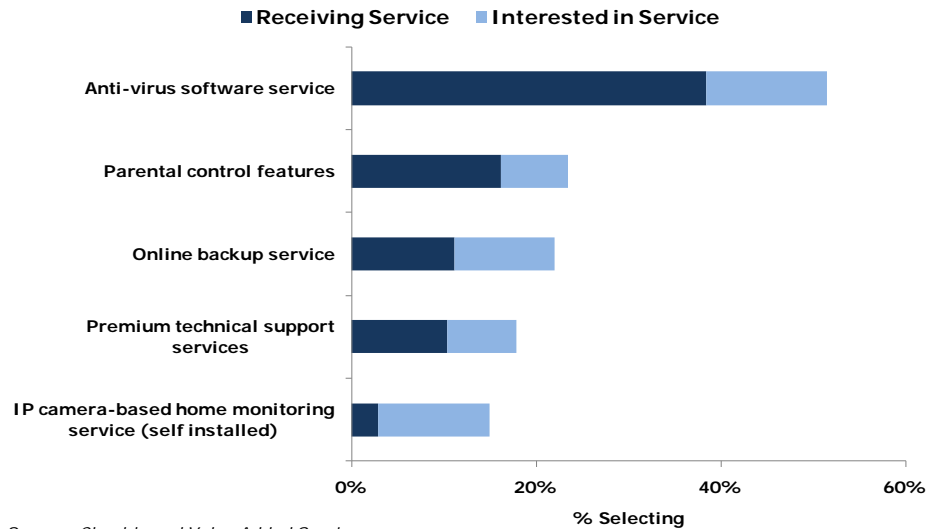
Synopsis

This report provides a comprehensive analysis of value-added services delivered by broadband service providers. It examines the trends, technical issues, business models, and consumer interest in deployed and planned services (entertainment, home services, technical support services, convergence services, and emerging areas such as digital health) in global markets.

VAS Interest and Adoption

Broadband Value-added Service Adoption and Interest

(Among U.S. Broadband Households)



Source: *Cloud-based Value Added Services*
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“As broadband penetration increases, ISPs in competitive markets are adding several new services to retain subscribers and to increase ARPU,” said Brett Sappington, a senior analyst at Parks Associates. “Many of these services, such as multiscreen video and home automation, will leverage the networks and in-home systems being deployed today. *Cloud-based Value-Added Services* provides a look into the market forces, consumer demand, business models, and strategies that are shaping this growing area.”

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