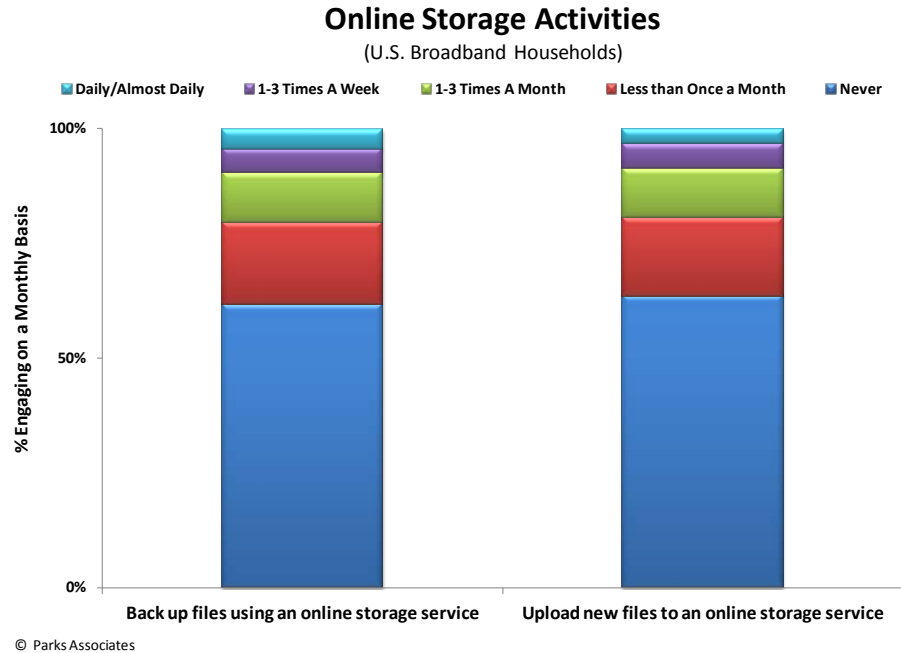


Synopsis **Cloud Activities**

Not only are consumers using cloud services in record numbers, but many CE devices are also accessing the cloud to provide new areas of functionality. This report examines the various cloud services and repositories that consumers and their devices access each day, efforts to manage them all, and how those clouds will converge in the future to enable new features and service offerings. It provides a five-year global forecast of the number of consumers using cloud services on their entertainment devices.



Publish Date: 4Q 14

“Personal cloud services have experienced a revolution in their function from simple remote storage to a means for personalizing the user’s digital life. As device mobility expands in both developed and developing areas, the market for cloud services will continue to grow,” says Glenn Hower, Research Analyst, Parks Associates. “With increased adoption of connectable portable devices, consumers will likely rely more on cloud-based services for storage, app and device functionality, and media consumption.”

Contents

- Data Points**
- The Bottom Line**
- Dashboard**
- 1.0 Report Summary**
 - 1.1 Purpose of Report
 - 1.2 Scope of Report
- 2.0 Connected Devices and the Cloud**
- 3.0 Exploring the Personal Cloud**
 - 3.1 Changes in the Storage Cloud
 - 3.1.1 Home Cloud
 - 3.1.2 Cloud Storage Services
 - 3.1.3 Remote Backup Services
 - 3.1.4 Trends in the Storage Cloud
 - 3.2 Changes in the Media Cloud
 - 3.2.1 Trends in Cloud-based Music

- 3.2.2 Trends in Cloud-based Video
- 3.3 Changes in the Functionality Cloud
 - 3.3.1 Trends in the Functionality Cloud
- 4.0 Cloud Convergence**
 - 4.1 Storage and Media: Examining the Social Cloud
 - 4.2 Storage and Functionality: Cloud-based Personal Services
 - 4.3 Media and Functionality: The Emerging Interactive Cloud
- 5.0 Forecast**
 - 5.1 Forecast Methodology
 - 5.2 Forecast of Cloud Storage
- 6.0 Implications and Recommendations**
 - 6.1 The Next Steps for the Personal Cloud
 - 6.2 Cloud Storage and Backup Providers
 - 6.3 Device Makers
 - 6.4 Content Providers and Media Services
 - 6.5 Operators and Cloud Enablers
- 7.0 Appendix**
 - 7.1 Research Approach/Sources
 - 7.2 Glossary
 - 7.3 Company Index

Figures

- Home Entertainment Product Adoption
- Smartphone and Tablet Adoption
- Consumer NAS Devices
- Companies Offering Personal Cloud Storage
- Companies Offering Remote Backup
- Online Storage Activities
- Average Minutes Spent Using a Smartphone App by Type
- Select Streaming Music Services
- OTT Video Service Subscription
- Video Providers Participating in Ultraviolet
- Advantages and Challenges of Cloud DVR
- Social Media Applications
- Viewing User Generated Video
- Submitting User Generated Video
- Cloud Storage Forecast Methodology
- Global Forecast: Cloud Storage Households by Region
- Global Forecast: Cloud Storage Accounts by Region
- Global Forecast: Cloud Storage Revenues by Region

List of Companies

Acronis International	Grooveshark
ADrive	j2 Global
Anghami	MediaFire
Apple	Mega, Ltd
Aspiro	Mozy
ASUSTekComputer, Inc.	Netgear
Aupeo	Rdio
Backblaze	Rhapsody

Beats Electronics	Seagate
Box	Slacker
Carbonite	SpiderOak
CloudMe	Spotify
Code42	SugarSync
Deezer	Symantec
Dropbox	Western Digital

Attributes	
<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas, TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Glenn Hower Executive Editor: Tricia Parks Published by Parks Associates</p> <p>© December 2014 Parks Associates Dallas, Texas 75248</p> <p>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.</p> <p>Printed in the United States of America.</p> <p>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.</p>