

Synopsis	Interest in Value-added Services										
<p>This report analyzes the key trends impacting the worldwide market for consumer broadband services, including adoption, provider activities, subscriber usage, regulatory issues, and industry technologies. The report examines the value-added services that many broadband providers are adding to their service portfolio, including video, music, games, home automation, energy, videoconferencing, and health. It also includes global broadband subscriber forecasts by region through 2018.</p>	<p style="text-align: center;">Preferred Bundled Service "What would be included in your ideal package of services?" (U.S. Broadband Households)</p> <table border="1"> <caption>Preferred Bundled Service Data</caption> <thead> <tr> <th>Service</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Complete Home Security System</td> <td>~40%</td> </tr> <tr> <td>Total Technical Support</td> <td>~35%</td> </tr> <tr> <td>Home Management System</td> <td>~35%</td> </tr> <tr> <td>Ultimate Video-On-Demand</td> <td>~25%</td> </tr> </tbody> </table> <p><small>Source: Modern Broadband: Access and Value-added Services © Parks Associates 2013</small></p>	Service	Percentage	Complete Home Security System	~40%	Total Technical Support	~35%	Home Management System	~35%	Ultimate Video-On-Demand	~25%
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<p>Publish Date: 2Q 13</p>	<p>"While broadband is a key enabling technology for the growth of the connected home, new challenges are arising that will impact the future of these services," said Brett Sappington, director, research, Parks Associates. "Broadband providers are in a race to provide high-speed services to customers in an effort to retain subscribers and capture additional market share. Broadband traffic is skyrocketing, challenging operators to deliver adequate capacity for tomorrow's user. At the same time, broadband providers are looking to a variety of new network-based services to deliver improved ARPU."</p>
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7.1 Glossary of Terms

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Attributes

Parks Associates
15950 N. Dallas Pkwy
Suite 575
Dallas, TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Brett Sappington
Executive Editor: Tricia Parks
Published by Parks Associates

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