The Future Digital Home: New technologies, growth strategies and customer uptake

Description:

The digital revolution is now truly under way with many analogue products replaced by digital equivalents. Entertainment, media and technology are now converging as never before. As a result, the living room is set to become the battleground for a new generation of digital products and services. 'The Future Digital Home' is a new management report that investigates technologies - including TVs, PVRs, gaming consoles, Media 'hub' PCs, video-on-demand, digital terrestrial TV - in detail, to provide a unique insight into the winners and losers of the digital revolution. It also breaks down each market providing in-depth information and data on the key trends, the drivers and inhibitors, market size, the major players in each 'digital home' market and forecasts up to 2010. Examine the 'digital home' market, develop successful competitive strategies and avoid potential threats, using the comprehensive analysis in this new report.

This report will enable you to

- Discover how consumers will want to use their digital entertainment over the next five years.
- Assess the growth of different digital services delivery channels and how uptake will vary in different geographic regions.
- Save time researching growth predictions for a range of digital entertainment markets, which are brought together into this single report.
- Investigate how video-on-demand and personal video recorders can work together effectively.
- Evaluate how new digital products and services, such as PVRs and online gaming, will impact advertising revenue.

This new report will provide you with

- Discussion of the key trends in each sector of the digital home products and services market.
- Analysis of market drivers and inhibitors and how they will affect market growth in digital services sectors through to 2010.
- Investigation into which digital entertainment services, and delivery channels, are likely to win the battle for the living room.
- Evaluation of consumer preference in using digital media.
- In-depth appraisal of the likely winners and losers in the market for next-generation gaming consoles.

Some key questions answered in this report

- Which device will become the hub of the digital home?
- How will digital content be consumed in the future?
- Which digital TV services delivery channel will be most successful?
- Can video-on-demand and PVRs work effectively together?
- How large will the market for IPTV be by 2010?
- Which gaming console will win the battle for the living room?
- How will new digital services and products impact on advertising revenue?
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