

Digital Home Services Market Share



PRIMARY MARKETS

- Digital Home Services
- Digital Media Infrastructure

PRIMARY AUDIENCE

- Regional sales executives
- Strategic marketing leaders (traditional and next generation voice, video)
- Data service providers (telcos and cable companies)
- Competitive intelligence and market intelligence services

COVERAGE (PARTIAL LIST)

Data: Broadband, DSL, Cable Modem, Dial-up

Video: Basic Cable, Digital Cable, Satellite, HDTV, VoD

Voice: VoIP, Cable Telephony

Current Analysis' Digital Home Services Market Share Analysis provides detailed insight into the penetration of consumer media and communications services in any geographic region in the U.S.

The battle for share of consumers' budgets for the many voice, video, and data services is constantly shifting. In any given market, the increasing range of consumer choices is putting pressure on service providers to understand the dynamic position of the players in that specific market (e.g., traditional phone companies, cable companies, satellite providers, etc.).

Utilizing a unique and powerful combination of publicly available information, privately collected data, advanced statistical modeling, and expertise in market and competitor intelligence, Current Analysis is able to develop highly localized Market Share Analysis of digital home services that is unmatched in the industry.

HOW IT WORKS

Digital Home Services Market Share Analysis is targeted by client-specified criteria:

- Metro area (e.g., city, county, etc.)
- Service (e.g., digital cable, DSL, etc.)
- Provider

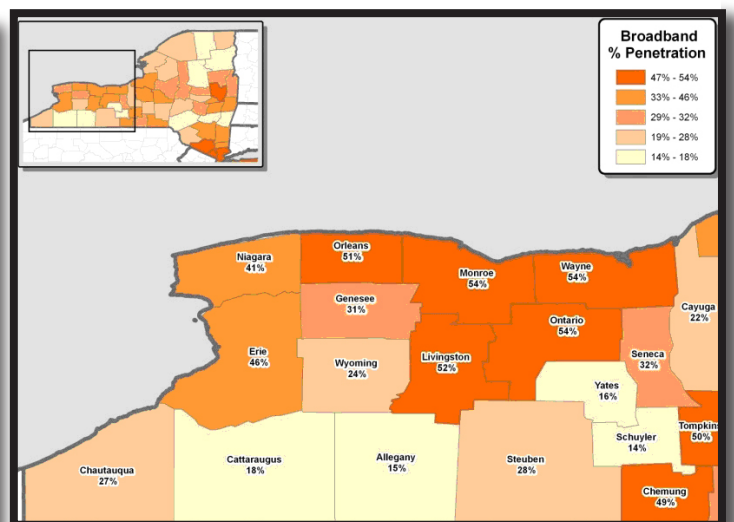
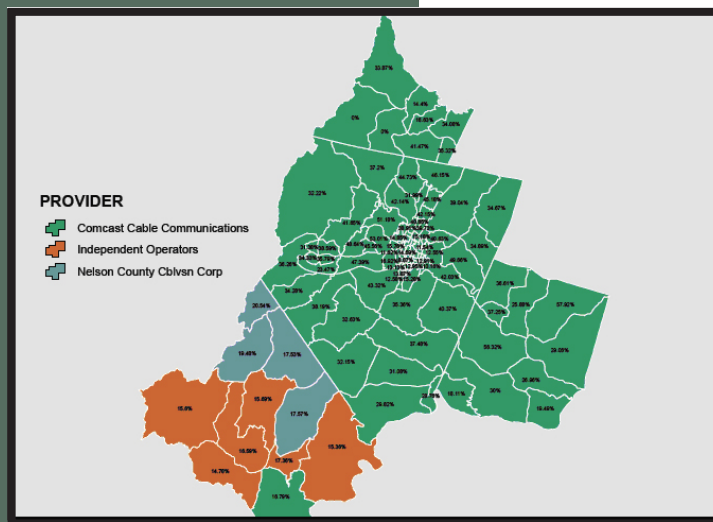
The maps are the result of aggregating, analyzing, and modeling a number of different data sources including:

- A telephone survey of U.S. households that has been running for more than 10 years and accumulates roughly 15,000 new data points each quarter
- Publicly available subscription rates data, sourced from the providers themselves and other organizations
- Best in class geographic boundary files (e.g., wire center, MSO boundaries)
- Various other data sources of "constraining" data such as infrastructure availability, demographic information, and U.S. census data

Using all of these sources, the data is modeled and projected to the target region. This is the same data and methodology used by the FCC and many regulatory bodies.

BENEFITS

- Optimize local sales efforts with visibility of potential and current customers to target
- Localized understanding of incumbent and competitive penetration rates guides strategic investments in services and marketing
- Determine strategic geographic expansion tactics by understanding where the competition is and is not
- Obtain unparalleled competitive insight:
 - Competitive presence
 - Market share tracking
 - Household adoption of products and services
 - Assessment of bundling
 - Identify high valued households



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About Current Analysis

Current Analysis (www.currentanalysis.com) has been helping leading technology companies improve their competitive responsiveness since 1997. Sales teams, product managers, and marketing professionals rely on Current Analysis for the latest competitive analysis and tactical advice. Current Analysis' structured, rapid competitive response solutions help companies improve their business performance and create a repeatable process advantage over competitors. The company serves more than 30,000 users at over 200 enterprise clients across the telecommunications, networking, and business software industries.