



## Digital Home – U.S.

*Current Analysis provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business.*

### COMPANIES COVERED

- AOL
- Apple
- AT&T
- Blockbuster
- Cablevision
- Charter
- Clearwire
- Comcast Cable
- Cox Communications
- DIRECTV
- DISH Network
- EarthLink
- EchoStar
- Embarq
- Fairpoint
- Google
- Microsoft
- MySpace
- Netflix
- Panasonic
- Qwest
- Skype
- Slingbox
- Sprint
- Time Warner Cable
- TiVo
- Verizon
- Vonage
- Yahoo!

And more...

The Current Analysis **Digital Home - U.S.** module covers three core components of the market including network services, Internet services, and service-attached devices. Network services are offered by cable, satellite, and telephone companies that include a physical network connection that delivers a mix of voice, video, and broadband Internet services. Voice over IP (VoIP) has given cable companies an effective tool to capture voice market share, and in 2007 the top five cable companies took away nearly 5 million voice subscribers from the leading telcos, AT&T, Verizon and Qwest. The voice, video, and Internet triple play has become the lead offer for network service providers, although wireless integration (to constitute a quadruple play) remains elusive for the cable companies.

Internet services are provided both by network service providers and by companies that use any wireline or wireless Internet connection to deliver portals, applications and storage, entertainment content, and social networking. Funded by advertising and by subscription fees (including flat-rate and usage-based fees), Internet services represent a growing revenue opportunity for providers. Network service providers are moving to capture a larger share of the Internet service revenues beyond the broadband network connection, and are leveraging value-added Internet services to deepen customer loyalty.

Service-attached devices such as set-top boxes, media centers, and broadband modems are typically offered with a network service, although Internet service providers also occasionally include a device that helps to define the service like a video or music player.

**Current Analysis** provides Competitive Response solutions that enable companies to effectively anticipate and counter competitive threats, and win more business. This is achieved through the rapid delivery of tactical, actionable intelligence.

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AVAILABLE SOLUTION  
ASSESSMENTS

Digital Home Services

Solutions from:

- AT&T
- Cablevision
- Comcast
- Time Warner Cable
- Verizon

**Current Analysis**  
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Analysts



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**Bruce McGregor**  
Senior Analyst,  
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Services

**This CurrentCOMPETE™ module includes:**

- **Customizable email updates** delivered either daily or weekly to alert subscribers of the module to new analysis available in key areas of interest.
- **Actionable event reports** which provide rapid analysis of significant competitive events in the market including new product releases, M&A activity, trade show announcements and newly formed alliances.
- **Company Assessments** which provide in-depth analysis of individual companies and analysis of their competitive positioning in specific market segments.
- **Market Assessments** which provide analytical evaluations of specific market segments, including market size, projected short-term and medium-term market growth and stability, business and market drivers as well as company ratings.
- **Comparison feature** allowing module subscribers to create dynamic, side-by-side comparisons of companies' strengths and weaknesses.
- Solution-focused analysis of offerings designed to address complex customer problems are also available separately as **Solution Assessments**.



**How We Deliver**

**Current Analysis** is the preeminent source for tactical competitive intelligence and analysis. Our CurrentCOMPETE™ platform provides real-time analysis of breaking industry events, as well as intelligence reports on the markets, companies and products that are shaping the telecom, networking, and business software industries. By providing timely and comprehensive intelligence, we enable organizations to successfully counter competitive threats, and offer effective solutions to emerging challenges.

Our business model and solutions are built on the foundation of solid, quality intelligence and data, making **Current Analysis** the leader for competitive intelligence demands. We serve more than 30,000 users at over 250 enterprise clients, representing preeminent firms in the telecommunications, information technology and consumer electronics industries.

**Current Analysis** retains over 40 worldwide industry experts. Their frontline perspective and industry experience ensures you receive the best market information and analysis available - delivered within 48 hours of major industry events.

Please visit us as at: <http://www.currentanalysis.com>

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