

# Cloud-based Value-added Services 3Q 2011

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## Abstracts

This report provides a comprehensive analysis of value-added services delivered by broadband service providers. It examines the trends, technical issues, business models, and consumer interest in deployed and planned services (entertainment, home services, technical support services, convergence services, and emerging areas such as digital health) in global markets.

“As broadband penetration increases, ISPs in competitive markets are adding several new services to retain subscribers and to increase ARPU,” said Brett Sappington, a senior analyst at Parks Associates. “Many of these services, such as multiscreen video and home automation, will leverage the networks and in-home systems being deployed today. Cloud-based Value-Added Services provides a look into the market forces, consumer demand, business models, and strategies that are shaping this growing area.”

## Contents

### **1 REPORT SUMMARY**

- 1.1 Purpose and Scope of Report
- 1.2 Data Sources
- 1.3 Definition of Global Regions

### **2 MARKET OVERVIEW**

- 2.1 The Need for Cloud-based Value-added Services
- 2.2 Cloud-based Value-added Service Solutions

### **3 ENTERTAINMENT**

- 3.1 Video
- 3.2 Music
- 3.3 Gaming

### **4 MONITORING AND SMART HOME SERVICES**

- 4.1 Home Automation
- 4.2 Home Security
- 4.3 Energy

### **5 HEALTH**

### **6 TECHNICAL SERVICES**

- 6.1 Premium Tech Support
- 6.2 Storage and Sharing

### **7 CONVERGENCE SERVICES**

- 7.1 Integrated Services
- 7.2 Complementary Entertainment Platforms

### **8 FORECAST**

## **9 IMPLICATIONS AND RECOMMENDATIONS**

- 9.1 Overall
- 9.2 Entertainment Services
- 9.3 Monitoring and Smart Home Services
- 9.4 Health Services
- 9.5 Technical Services
- 9.6 Convergence Services

## **10 GLOSSARY AND INDEX**

- 10.1 GLOSSARY
- 10.2 INDEX

## List Of Figures

### LIST OF FIGURES

Companies Interviewed for the Report  
Global Forecast Regions  
Strategic Shifts Due to Increased Competition  
Strategies for Value-added Service Pricing  
The Impact of Value-added Services Offerings on Customer Satisfaction  
Selected Cloud-based Solutions  
Appeal of Entertainment Value-added Services  
Video Leads Entertainment Choices  
The Effect of Content Availability on Expected Video Consumption  
Music Value-added Service Offerings  
Examples of Gaming Value-added Services  
Appeal of Home Security and Monitoring Features  
Demand for Home Security Services  
Examples of Home Security VAS  
Willingness to Pay for Energy Monitoring Service, 2009-2010  
Appeal of Energy-related Value-added Services  
Examples of Energy VAS  
Areas of Health Care Value-added Services  
Appeal of Online Care Services  
Interest in Purchasing Cloud-based Health Services  
Examples of Health-related Value-added Services  
Premium Technical Support Offerings  
Consumer Interest in Broadband-related Support Features  
Examples of Storage and Sharing Value-added Services  
Examples of Convergence Broadband VAS  
Cloud-based Value-added Services Forecast Methodology  
Global Forecast: Annual Cloud-based VAS Gross Revenues at End-User Value by Region, 2010-2015  
Global Forecast: Annual Cloud-based VAS Gross Revenues at End-User Value by Type of Service, 2010-2015

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