

Cloud Media and the Digital Locker 1Q 2011

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Abstracts

Cloud media and digital locker services provide for both external storage of, and multiplatform access to, premium and user-generated content. This report identifies the emerging services and enabling technologies as well as consumer attitudes regarding such features.

"Consumption of digital media is undergoing two major shifts – storage is moving from a local-only environment to a virtually hosted one and the proliferation of network-connected devices is driving multiplatform access to multiple types of media," said Laura Allen Phillips, research analyst, Parks Associates. "This emerging market has created significant opportunities for multiple players to add value to the consumer media experience."

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