

Press Release



Contact:

Wendy Stockard
469.287.8061
ws@asktdg.com

Turning Down the Hype on Multimedia Networking

New Market dBrief™ from The Diffusion Group Suggests that Rosy Forecasts for Multimedia Home Networks are More Hype than Substance

July 1, 2004 (Dallas, Texas) - The widespread belief that consumers are clamoring to embrace multimedia home networks may be making waves in Silicon Valley, but mainstream consumers do not recognize the home network as an important element in a multimedia solution. According to new topic paper from TDG Research, the "any content, anywhere, anytime" paradigm remains lost on most consumers.

"Despite the efforts of technology vendors to morph home networking into a multimedia solution, a significant market for networked multimedia equipment will not materialize in the next couple of years unless substantial effort is put into consumer education," says Predrag Filipovic, Contributing Analyst at TDG Research. "Home network adoption remains driven by data-centric applications such as sharing an Internet connection and PC peripherals, not sharing music or video between PCs, TVs, and stereos."

In order to encourage mainstream adoption of multimedia networking solutions, several key factors must be addressed: defining likely usage models that make sense to consumers; advancing technology implementations to meet consumer expectations; quality, reliability, usage simplicity and cost; raising consumer awareness of both multimedia networking and the availability of Internet-based digital media content; and clearly articulating the values and benefits of connected media.

TDG's new Market dBrief, [*IP-Based Multimedia Home Networks - Hype vs. Reality*](#), is available for free download.

About TDG

The Diffusion Group is a market planning and research firm dedicated to keeping our clients *In Front of the Curve*.™ Since 2004, TDG has helped more than 250 technology leaders, media companies, and service providers to understand and manage the quantum shifts now impacting how consumers access, navigate, distribute and consume media – whenever and wherever they may be.

Media Contact

Wendy Stockard | 469.287.8061 | ws@asktdg.com