

Press Release



Contact:

Wendy Stockard
469.287.8061
ws@asktdg.com

Global Home Server Market Poised for Rapid Growth

New Report from TDG Predicts Home Server Diffusion to Top 90 Million by 2015

June 18, 2008 (Dallas, Texas) - According to new research from TDG, a leading analytics and advisory firm focused on emerging consumer technologies, global diffusion of Home Servers will grow from 1.2 million in 2008 to more than 90 million by 2015. TDG's latest report, [One Platform to Rule Them All: The Age of the Home Server Begins](#), identifies several factors which will spur widespread market availability of and consumer demand for easy-to-use, inexpensive Home Server platforms in the next few years, including:

- Mainstream adoption of broadband Internet service and home networks;
- The rate at which consumer-created and commercial digital media content is being stockpiled in consumer homes, and its impact on in-home storage requirements;
- The proliferation of in-home, mobile, and portable digital media devices which require synchronization, backup, and interoperability with other devices; and
- Swift declines in the cost of digital storage which place manufacturing and distributing inexpensive Home Server products well within the reach of most OEMs.

Though the PC has been the incumbent device for such store-and-serve functionality, the tide is now turning. According to Ted Theocheung, senior analyst with TDG, "The long-standing presumption in favor of the PC as 'the' digital media store-and-serve platform is shifting to a new class of devices with more CE-like characteristics that deliver simple, reliable, and targeted functionality. For mainstream consumers, the PC will become more of 'a' client on the home network, as opposed to 'the' Home Server."

[One Platform to Rule Them All: The Age of the Home Server Begins](#) offers a thorough analysis of the evolution of digital home store-and-serve solutions; discusses the key drivers and inhibitors impacting this market; offers both global and regional forecasts of

Home Server diffusion thru 2015; and provides a detailed set of recommendations for companies looking to enter this market space.

Those interested in this subject can download a free TDG Market dBrief entitled [Making Sense of the Store-and-Serve Landscape – A Home Server Taxonomy](#). Both the report and white paper are available on www.asktdg.com or by contacting the firm at 469.287.8050.

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