

Press Release



Contact:

Wendy Stockard
469.287.8061
ws@asktdg.com

Home Networks Diffusion to Top 1 Billion by 2030

New Report from The Diffusion Group Assesses Global Trends Driving Home Networking, Quantifies Regional Variation in Deployments and Connected Devices

March 26, 2008 (Dallas, Texas) - According to [The Future of Home Networks - A Global Perspective](#), The Diffusion Group's latest report on the diffusion of next-generation consumer electronics, home network systems are slowly but inevitably moving away from an early market characterized by tech-enthusiasts and hobbyists toward a more mature market stage where user experience takes precedence. By 2030, TDG predicts that residential digital information systems such as home networks and broadband connectivity will become as ubiquitous as electricity and phones are today; with broadband serving some 1.2 billion households, 1 billion of which will also have a home network in place.

"Developed markets such as the United States, Japan, South Korea, and certain Western European nations will continue to account for the majority of home network deployments, at least through 2015," notes Dr. Predrag Filipovic, author of the new report and senior analyst at TDG. "After 2015, however, the stage shifts to lesser developed countries experiencing rapid economic growth and urbanization - in particular, Asian-Pacific countries such as China and India will see millions of households break above the poverty line and thus increase the size of addressable market for home networking."

According to TDG's analysis, the number of global households above the poverty line will grow to two billion by 2030, an important characteristic for determining global addressable markets for services such as electricity, telephony, and residential data services. Subsequently, home network deployments are expected to grow from 149 million in 2010 to more than one billion in 2030, a seven-fold increase in twenty years.

[The Future of Home Networks - A Global Perspective](#) includes both global and regional forecasts for residential broadband connections and home network deployments through 2030. The report uses a unique reverse-time analysis methodology to forecast global and regional meta-trends, working backwards to residential electronic deployments. The report also offers an unusually long forecast horizon, far beyond that of most home networking analyses. Dr. Predrag Filipovic, the report's author, is widely recognized as one of the world's leading authorities on residential IP networks and has served as a Senior Analyst at TDG for almost four years.

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