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Broadband and Home Network Diffusion to Fuel Rapid Proliferation of Internet-Enabled Video Platforms

New Report from TDG Quantifies Global and Regional Demand for Broadband, Home Networks, and Video-Enabled Home Network Nodes

Dallas, TX (March 16, 2009) – According to new research from The Diffusion Group (TDG), the number of global broadband households will near 440 million by 2010 and top 1.2 billion by 2030. During that same time, the number of broadband-enabled home networks will grow from 150 million in 2010 (34% of broadband homes) to more than 1.0 billion in 2030 (83% of broadband homes). With such infrastructure in place, the opportunity for broadband-enabled services – especially video – will grow dramatically.

TDG's latest study, [*Video-Enabled Home Network Nodes – A Global Analysis & Forecast*](#), points to a confluence of network-enabled applications, services, and serviceable consumers that will occur within the next 10 years which will drive the diffusion of home networks and network-enabled media applications. According to Dr. Predrag Filipovic, author and a highly-regarded expert in the technology and business of home networking, video delivery over the Internet is a primary part of this future. “By 2020, virtually every broadband-enabled home will have a multitude of network-connected video platforms. Though the pace at which this occurs will vary by region, its inevitability is unquestionable.”

In the short term, Filipovic says these trends will be driven by two major shifts in industry behavior:

- Consumer electronic vendors will embed Internet support and IP video subsystems into their *mainstream* platforms, meaning even average consumers will be buying new CE platforms with native Internet support, and
- Incumbent TV providers will incorporate walled-garden broadband video applications and services into their Pay TV experience, meaning set-top boxes will be required to support broadband connectivity.

Filipovic also notes that by 2020, more than 1.6 billion households around the world will have access to some form of home video service, with Asia enjoying the most rapid growth. These service additions will in many cases be broadband-based or hybrid in nature.

Given these factors, TDG expects the number of non-portable network-enabled video nodes within global homes will reach 3.6 billion by 2020 and top five billion by 2030.

TDG's new report on home networking is unparalleled in scope and depth of insight. In terms of scope, the report analyzes and forecasts the diffusion of broadband, home networking, TV services, and video-enabled network nodes for all major global regions thru 2030. In terms of expertise, Dr. Filipovic's familiarity with media processing and networking, as well as his global perspective, makes him uniquely qualified to address the subject.

The report is available at TDG's website (www.asktdg.com) or by contacting the firm at 469.287.8050.

About TDG:

TDG 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.