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In-Stat

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The top three important factors US consumers cited in their purchasing decisions of Broadband Customer Premise Equipment (CPE) were speed, security, and range/coverage, according to new primary research from market research firm, In-Stat http://www.in-stat.com [1]. The least important features were brand, followed by environmental friendliness (“green”).

While companies are marketing their “green” equipment features, the message doesn't appear to be resonating with consumers. Consumers want performance and security.

The research also reveals that while 2008 was the slowest total global broadband (CPE) market growth of the decade, 2009 will be even slower. Fortunately, select segments of the market are performing better in 2009 than the overall market. These include VoIP-enabled routers and DSL CPE, cable gateways, and Fiber-to-the-Home (FTTH) gateways and Optical Network Terminals (ONTs), and Fixed Wireless Broadband CPE.

Recent research by In-Stat found the following:

- The FTTH CPE segment, which includes ONTs and FTTH Gateways, will see a nearly 20% Compound Annual Growth Rate (CAGR) through 2013.
- In-Stat expects global installed PC-based home networks to grow by a little more than 19% in 2009, driven by the continued, but slower, rise in the number of residential broadband subscribers, the desire to share that bandwidth, sometimes free network equipment, and the desire to share content.
- The majority of global FWB subscribers are WiMAX. Asia/Pacific has the lead in FWB subscribers and CPE shipments, followed by Europe. In 2011, Asia/Pacific should capture over 50% share of the annual FWB CPE shipments.

This Market Alert is drawn from the In-Stat research, Global Outlook for Broadband

CPE Through 2013 ***[2]*** (#IN0904516RC), which covers the worldwide market for broadband CPE equipment. It provides:

- Worldwide and regional CPE markets for Broadband modems/ONTs, Routers, and residential gateways for DSL, cable, Fiber-to-the-Home (FTTH), Fixed Wireless Broadband, and Fixed Satellite Broadband.
- VoIP forecasts are included for DSL, cable, and router equipment, with a regional breakout for cable E-MTAs.
- Wired vs. wireless segmentations are included for routers and DSL residential gateways.
- Global and regional forecasts for installed home networks.
- Consumer survey perspectives about equipment features that impact buying decisions.

For more information on this research or to purchase it online, please visit: http://www.instat.com/catalog/mmcatalogue.asp?id=99 [3] or contact a sales representative: http://www.instat.com/sales.asp [4]
The price is $2,995 (US).

This research is part of In-Stat's Connected Digital Home service. The connected digital home with home networking offers a game-changing opportunity to those firms who can meet the complex challenges of global consumer demands. The Connected Digital Home Service provides comprehensive analysis of the worldwide home networking market and the connected digital home from in-home infrastructure to networked media devices, including equipment, management, silicon, applications, and consumer perspectives. This service provides invaluable insights in areas such as wired and wireless home network use and hardware, alternative coax/phone wire/powerline network mediums, multimedia and entertainment networking, networked set-top boxes, digital media adapters/players/receivers, consumer network drives, network management, networked home automation, home network silicon, routers, residential gateways, and more.

Related In-Stat reports:

Home Network Technology & Connectivity Use: Ethernet, 802.11, Coax, and Powerline [5]

Global & North American Service Provider In-Home Networks Over Coax & Phone Wiring, May 2009 [6]

2008 Global Digital Domicile CPE Market Shares, June 2009 [7]

Global Consumer Network Storage: Say Goodbye 500GB, Hello 2TB, February 2009 [8]

US Residential Broadband Speeds On the Rise, February 2009 [9]

Global Powerline Networking: Growing in Spite of Economic Woes, December 2008 [10]

Global Networked Media Clients & Servers 2009 Update: Clients Growing but Struggling [11]

More Information on this Research

- **Title:** Global Outlook for Broadband CPE Through 2013
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