

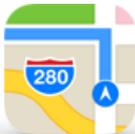
# CONNECTING TO THE CLOUD

## Where Are There Problems Connecting to the Cloud?

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Practice Director, ABI Research

**DCIA Conference within CES**  
**January 8, 2014**

# CE is now Cloud Electronics



# Where Are There Problems Connecting to the Cloud?

- Vertical Ecosystems Work!
- Multi-device services Work!
- But, they do so at the expense of interoperability, portability and consumer choice
- And standards have gone from ensuring interoperability to enabling efficiency

# Benefits of the Cloud

	Consumers
1.	Ease of Use (Service Oriented)
2.	Location Independence (Network Agnostic, Closed Protocols)
3.	Social/Interactive
4.	Device Flexibility

	Operators
1.	Cloud Architecture Flexibility (Scale)
2.	Cloud Deployment Velocity (Speed)
3.	Subscription Model (Asset Control and Catalog Extension)
4.	CapEx to OpEx shift

# The Connected Home Has Failed

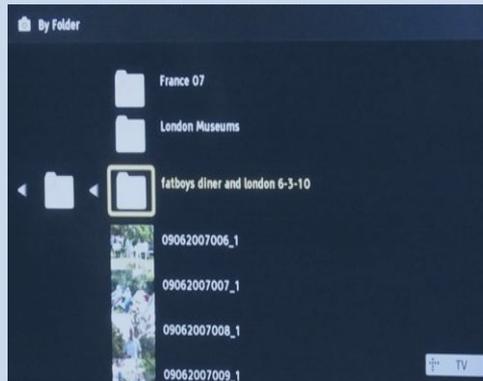
Standard  
Fragmentation



Vendor  
Interoperability



User  
Experience



Lack of  
Portability



# The Consumer Cloud Has Evolved

Music



Photos



Video



Gaming

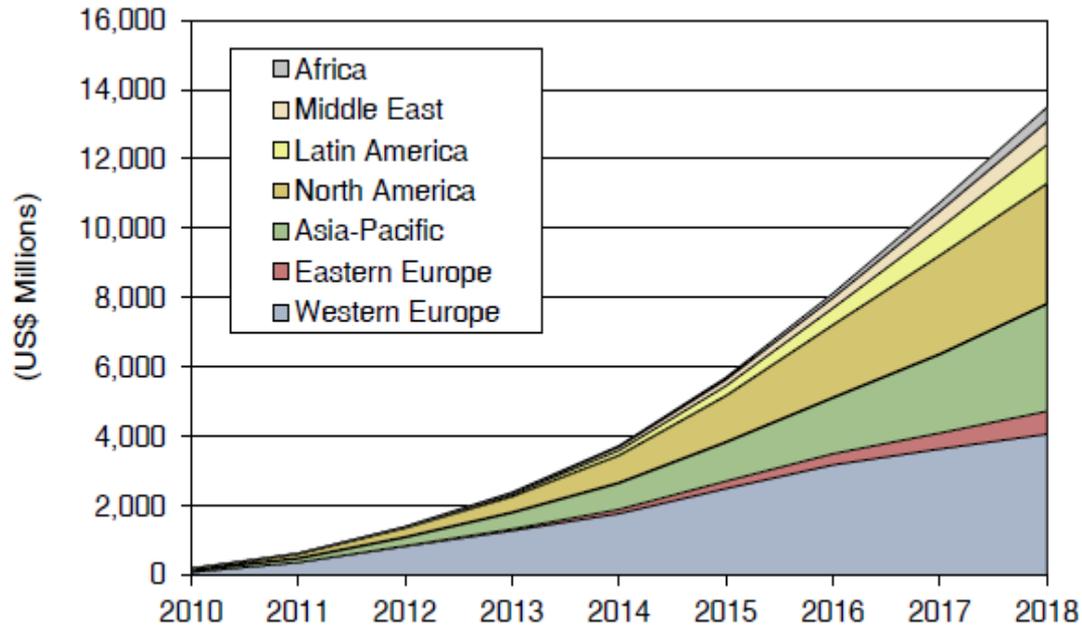


Social



# Cloud Music

## Music Streaming Revenues by Region



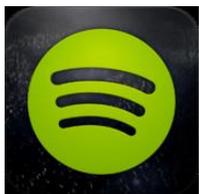
Purchased

Digital  
Lockers



Internet  
Radio

On-  
Demand



Service Provider Opportunity



# OTT (Cloud) Video

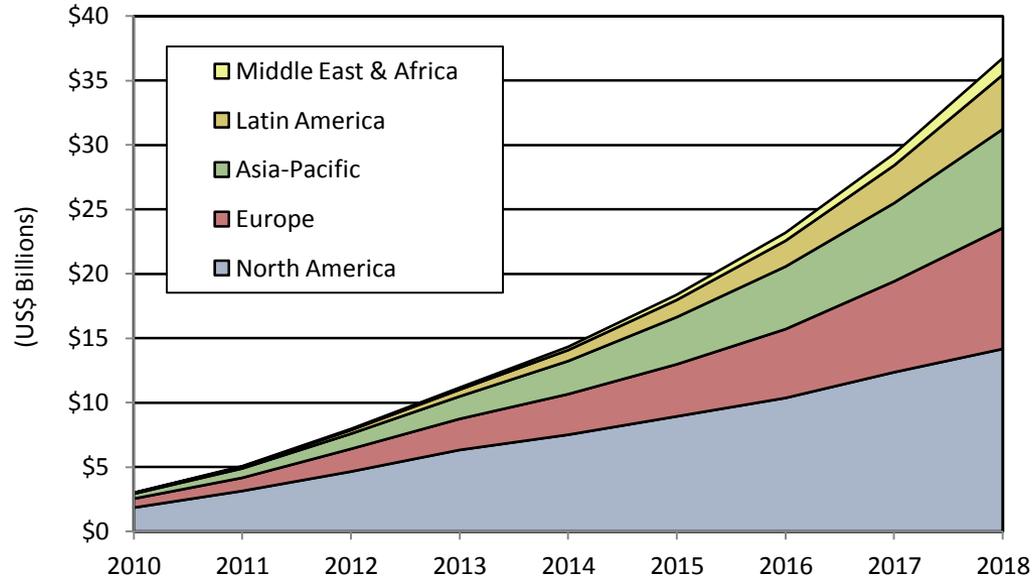


Subscription

Rental



## OTT Video Revenues by Region



Purchases

Ad-Supported

Large User Base  
"Fourth" TV Platform



# Gaming

## Multiplayer

Server  
Coordination w/  
Local Gaming



PLAYSTATION®  
Network



Past

## Hybrid

Server Rules with  
Local  
Rendering/UI



Present

## Pure Cloud

Server Rendering  
w/ Local Playback



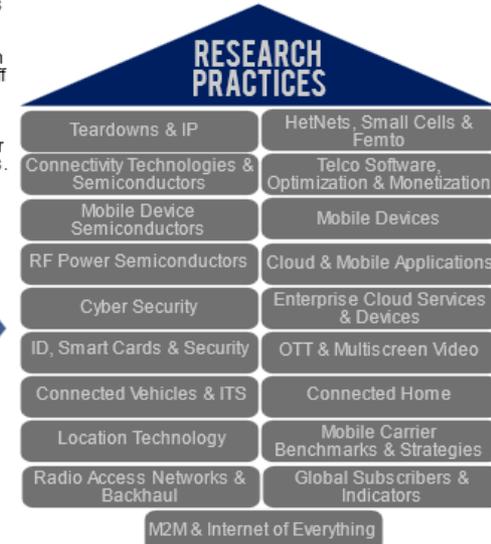
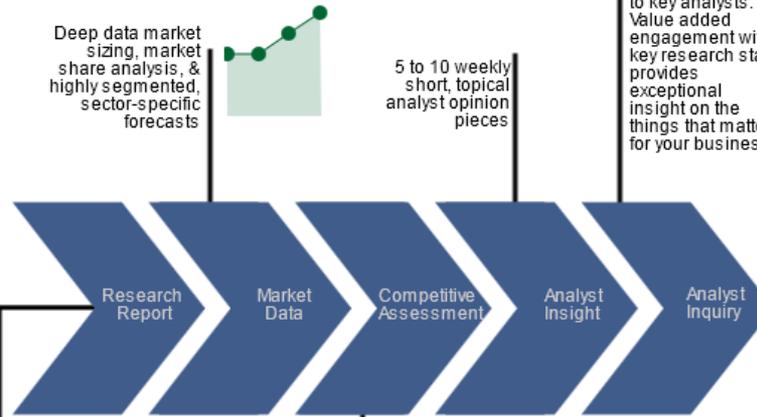
Future?

# About Us

We are a technology market intelligence company with a 23 year proven track record that is focused on putting information into the hands of executives in order to enable them to make the right decisions on technology and market investment at the right time.

ABI Research quantifies the important markets of today, defines the strategic technologies of tomorrow, and provides insight on how technology is adopted into vertical markets.

Personalized and dedicated client support coupled with direct, time sensitive, access to key analysts. Value added engagement with key research staff provides exceptional insight on the things that matter for your business.



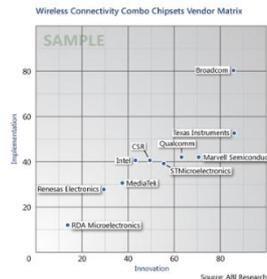
## By the Numbers

- **Proven** - Founded 1990
- **Objective** - Privately owned
- **Global** - HQ in Oyster Bay, NY with 7 offices around the world
- **Expert** - Analysts spanning 19 Research Practices and 65 Research Services
- **Comprehensive** - 3146 Products Published in 2012
- **Influential** - Cited by media over 40,000 times in 2012

- Application Analysis
- Business Models Analysis
- Geographic Analysis
- Regulatory Analysis
- Technology Analysis



Provide deep insight into a company's performance and standing in comparison to direct and indirect competitors. Comprehensive analysis of implementation strategies and innovation, coupled with market share analysis provide all that you need to understand the competitive aspect of your market.



***“The partner of choice for those seeking to capture leadership in the connected world of tomorrow.”***

Thank you!

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