

Significant Coaxial Cable-based Home Networks

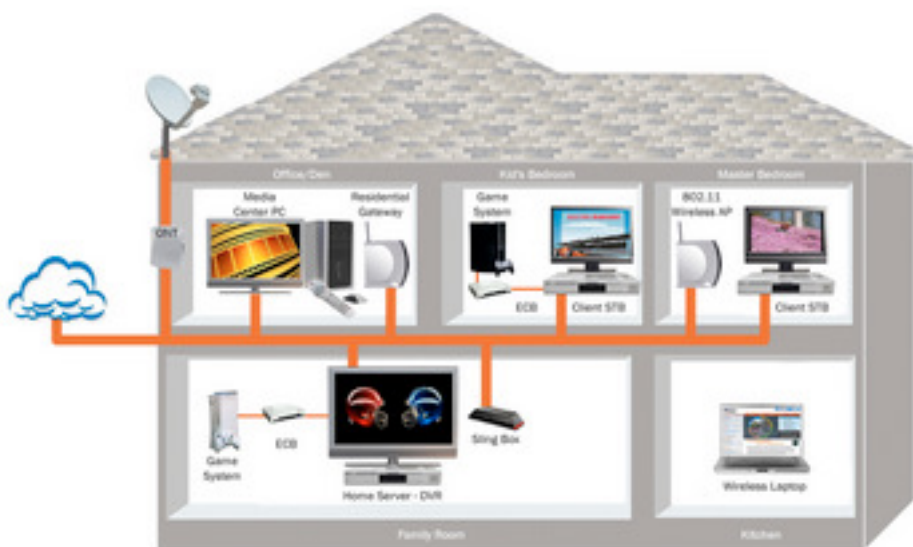
Written by Bob Snyder
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The Multimedia over Coax Alliance (MoCA) announces the results of a study into coaxial infrastructure in homes in the UK, France, Netherlands and Poland: there is a significant addressable market for coaxial cable-based home networking in these countries.

Results from the UK and France were very similar, with 56% and 55%, respectively, of respondents stating they had two or more coaxial outlets in their home, while more than a quarter of respondents in both countries indicated they have three or more.



In Poland, the results were even stronger, with 71% of respondents stating that they have two or more coaxial outlets and 36 per cent having three or more. The Netherlands recorded 45 per cent of households as having two or more outlets and 15 per cent having three or more. The four countries were chosen because of their competitive pay-TV environments, increasing penetration of HDTVs and DVRs, number of TVs per household and the high daily TV viewing hours.



"This survey helps us gain an understanding of the potential for MoCA," said Charles Cerino, President of MoCA. "The high percentage of homes having two or more coaxial outlets in these countries means that there is a significant addressable market opportunity for service providers wanting to offer advanced high bandwidth services with high reliability and without adding any

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new wires."

"The picture we get in the countries surveyed is that there are more outlets per home than had been presumed by the industry and that many consumers are willing to add extra coax drops as needed to enable a better TV experience throughout their home." says Stephen Froehlich, Senior Analyst, Consumer Electronics at IMS Research, who oversaw the research.

The online survey was carried out by IMS Research in February 2010 targeting respondents in the UK, France, The Netherlands and Poland. The sample size was statistically significant at 95% confidence level. These results cannot be extrapolated across other parts of Europe, and that additional research is needed.

MoCA is willing to work with operators in Europe that may be interested in replicating this study in their footprint.

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