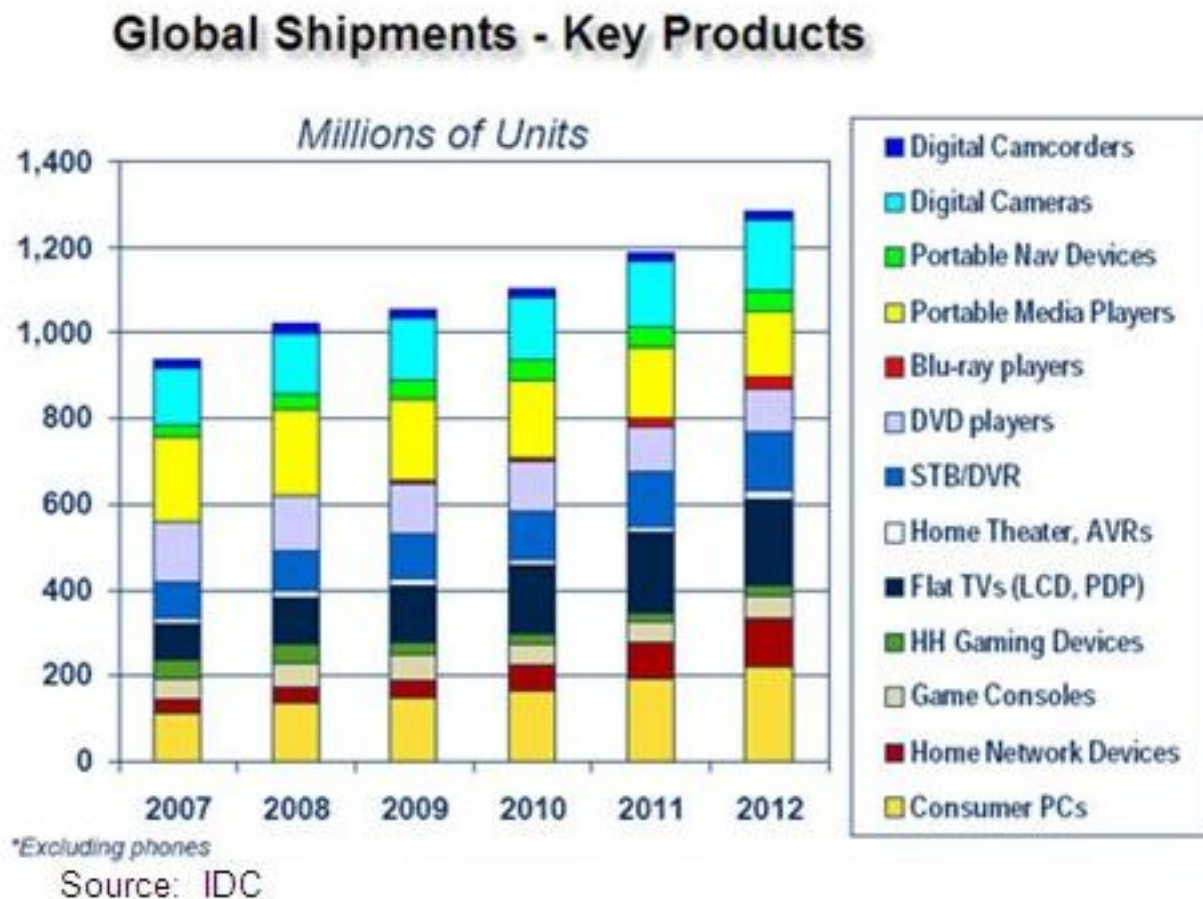


WW Growth of Key Products

Written by Bob Snyder
02 December 2010

Using IDC as a source for the statistics, here you can see mapped out from 2007 to 2012 (but excluding phones), the sales growth in key product categories.



The important trendline here, in our opinion, is the **RED** category of the **Home Network** devices. This category will also drag along other categories, e.g., Blu-ray, STB/DVR ...

In a world of devices, connectivity will be where retailers and distributors will find the better margins.

Looking at the whole, you can see how any whole store would grow if you stocked all categories

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at competitive prices (just as the industry grew according to the chart) but some product categories deserve more attention. For your sake as well as for the consumer's...

This is why Best Buy and others create zones of interest... and why zones of interest are becoming more than those inert, unmanned display areas of the past. Right now, the money is on showing the public **how the network can be the spinal cord of all the digital activity in a home.**

This creates opportunity to sell products connected to the network, an opportunity to offer installation, and an opportunity to get into rich new areas like energy management.

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