

# Perceived 'Digital Den' Benefits Balanced by Concerns about Hidden Costs and Performance Uncertainty

## Expectations

Convenience



Would be able to connect all current devices



Speedy file transfer/access times



Would work with current devices/equipment



Would be easy to use



Would be available at a fair and reasonable price



## Barriers

Concerned would have to upgrade devices



Concerned might not work with some brands/products



Skeptical that it would work as described



Sounds too complicated to set up



Sounds too expensive



Does not meet a need



Sounds too complicated to use



Base: Does not own a media hub (n=2,018)