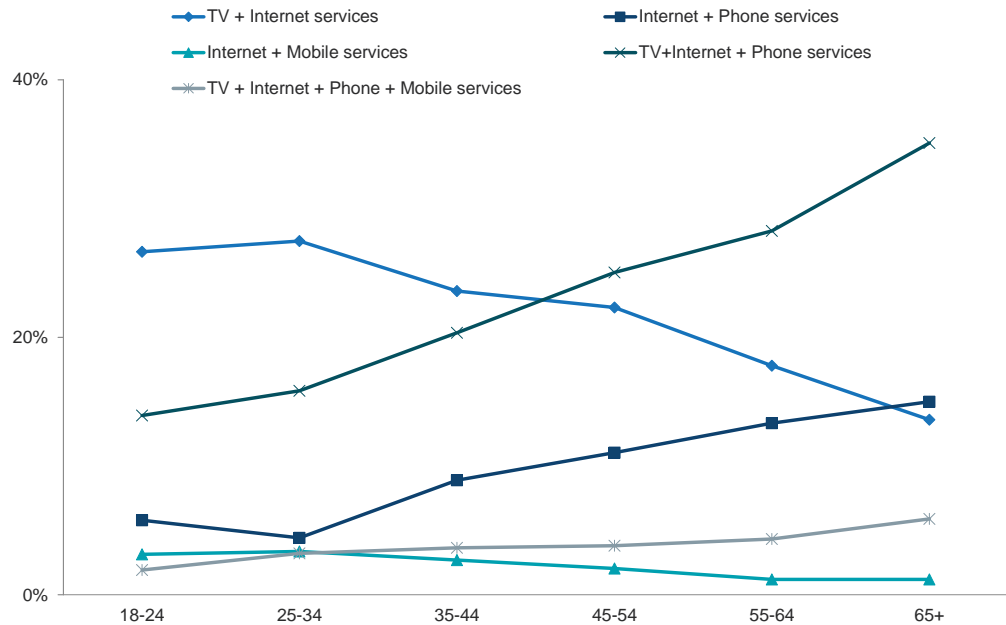


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### SYNOPSIS

This **360 View Update** examines two critically important trends in operator services today – bundling and multiscreen consumption. Service bundling is a key operator strategy. Multiscreen video is an important element of video services today and drives demand for broadband services. This research examines trends in service bundling in the U.S. market and explores links between multiscreen use and uptake of bundles.

**Home Bundled Service Subscription by Age**  
U.S. Broadband Households



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### ANALYST INSIGHT

“Cable and telco operators have, for years, used bundles to drive higher ARPUs among consumers. Yet, new perceptions of video, voice, and broadband service could change the dynamic for service bundling. We are finding that certain segments of multiscreen consumers prefer particular types of bundles. These findings can impact the way that operators package and market bundles in the future.”

— **Brett Sappington**, *Director, Research, Parks Associates*

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#### About the Research

#### Previous Research

- TV Services: The Fight for Premium Revenues (Q4/15)
- The Need for Speed: Broadband and Data Consumption (Q3/15)
- 360 View: Entertainment Services in U.S. Broadband Households (Q3/15)
- Segmentation: VOD & OTT Usage (Q2/15)

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- TV Everywhere and the New World of OTT (Q2/15)
- Under Attack: Assessing New Threats to Pay-TV (Q4/14)

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- Video Viewing Segments (2010 - 2015)

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- Trends in Bundle Types by Cable Service Provider (2011 - 2015)
- Trend in Adoption of Bundles by Service Provider (2011 - 2015)
- Trend in Bundle Types by Service Provider (2011 - 2015)
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#### Appendix: Details on Video Viewing Segments:

- Segment Descriptions

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