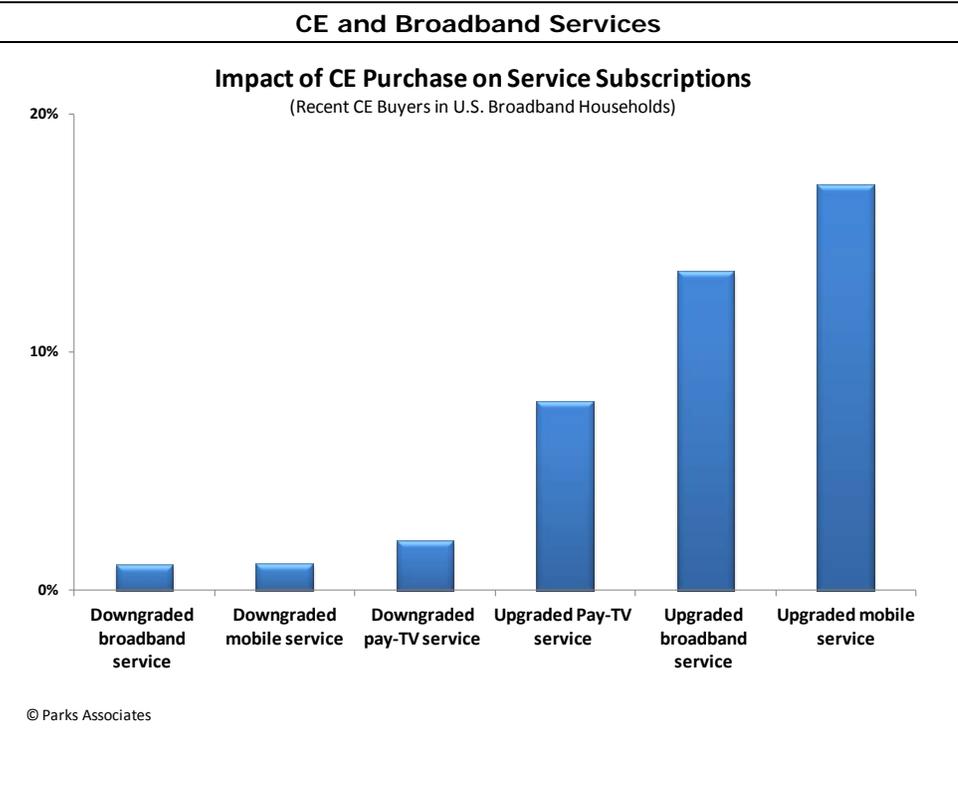


Synopsis

As broadband gains greater penetration worldwide, operators must explore new strategies to both attract new customers and keep existing customers. This report analyzes the philosophies and approaches to subscriber retention and acquisition, including triggers to churn, broadband service messaging, consumer willingness to switch, and the tools and strategies used across markets today to compete successfully. The report also provides a forecast for broadband subscribers worldwide through 2019.



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“As broadband markets mature, broadband providers are forced to focus their attention and strategies on subscriber retention and leveraging their networks for additional revenues. However, both of these goals can be elusive,” said Brett Sappington, director of research, Parks Associates. “While many are focusing on high broadband speeds, others are using new tactics, innovations, services, and customer-oriented programs to attract and retain customers.”

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List of Companies

Amazon	KT
AT&T	McAfee

BT	MTS Allstream
Cable ONE	Netflix
Cablevision	Numericable
CenturyLink	Orange
Cisco	Rogers Cable
Com Hem	SaskTel
Cox Communications	Shaw Communications
EE (Everything Everywhere)	Sky
F-Secure	Symantec
Groupon	Talk Talk
GVT	Telstra
HBO	U+
J:Com	Unity Media
Kabel Deutschland	Verizon
Kaspersky	

Attributes

Parks Associates
15950 N Dallas Expwy,
Suite 575
Dallas TX 75248

800.727.5711 toll free
972.490.1113 phone
972.490.1133 fax

parksassociates.com
sales@
parksassociates.com

Authored by Brett Sappington
Executive Editor: Tricia Parks
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