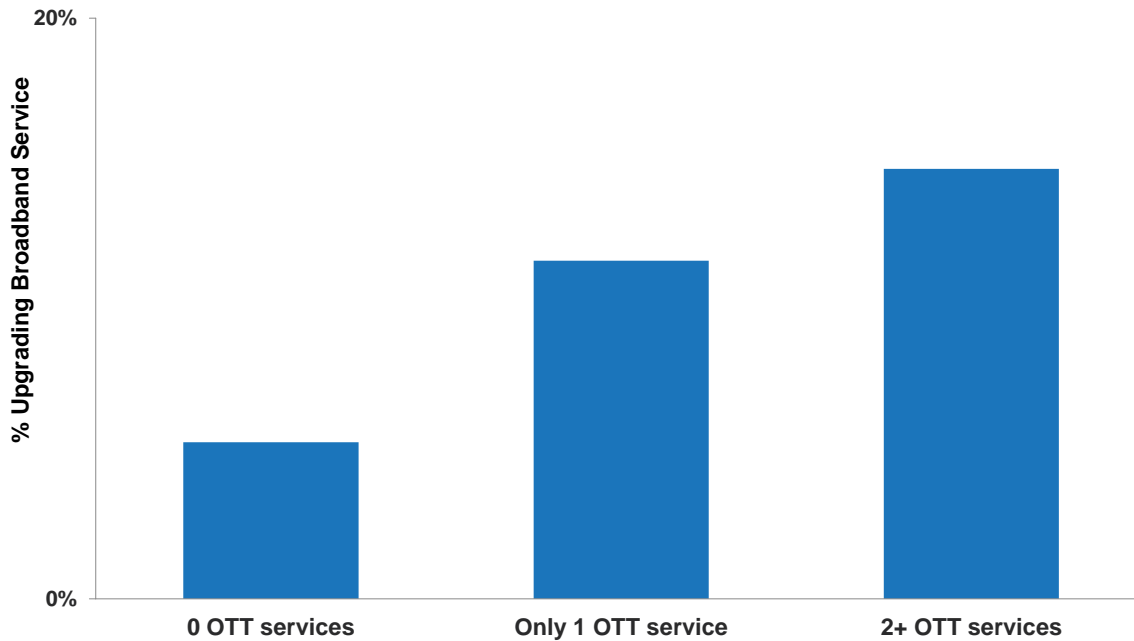


Broadband Service Upgrades by Number of OTT Subscriptions

U.S. Broadband Households Subscribing to Specified Number of OTT Services



© Parks Associates

Consumer Analytics Team



Yilan Jiang, Manager
of Consumer Research

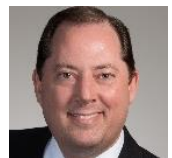


David Mitchel,
Research Analyst



Katherine Li,
Researcher

Industry Analyst



Brett Sappington,
Senior Research Director

SYNOPSIS

360 View: Entertainment Services in U.S. Broadband Households analyzes trends in broadband and pay-TV adoption. It analyzes the impact of over-the-top services as well as cord-cutting and cord-shaving on pay-TV services. It quantifies the growing ecosystem of connected entertainment devices in U.S. broadband households and their impact on broadband and video consumption. Finally, the **360 View** assesses consumer demand for new pay-TV features.

ANALYST INSIGHT

“Increasingly, broadband and video services feed each other. Video consumption is driving broadband demand, and faster broadband allows users to explore new ways to experience high-quality video—creating a virtuous cycle for market participants.”

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



Number of Slides: 120

CONTENTS

About the Research

Previous Research

Industry Insight

Key Findings

Recommendations

Broadband Service: Access in the Home

- Broadband Internet Access at Home (2013 - 2016)
- Internet Service Provider (Q3/16)
- Use of Home Networking (Q3/16)
- Average Number of Device Types Owned by Network Access (Q3/16)
- Average Number of Devices Owned Per Household With or Without Wi-Fi Connection (Q3/16)

Broadband Service: Speed & Perception

- Download Speed of Home Broadband Service (2015 - 2016)
- Perception of Home Broadband Speed (2015 - 2016)
- Perception of Internet Download Speed by Download Speed (Q3/16)
- Perception of Internet Download Speed by Service Provider (Q3/16)
- Likelihood of Upgrading Broadband Service to 1+ Gbps (Q3/16)
- High Intention to Upgrade Broadband Service to 1+ Gbps by Number of OTT Subscriptions (Q3/16)
- High Intention to Upgrade Broadband Service to 1+ Gbps by OTT Subscriptions (Q3/16)
- High Intention to Upgrade Broadband Service to 1+ Gbps by Monthly Expenditure on Renting Video Downloads (Q3/16)

- High Intention to Upgrade Broadband Service to 1 Gbps by Number of OTT Subscriptions (Q3/16)
- Likelihood of Upgrading Broadband Service to 1+ Gbps by Perception of Broadband Speed (Q3/16)
- Likelihood of Upgrading Broadband Service to 1+ Gbps by Service Provider (Q3/16)

Broadband Service: Satisfaction

- Satisfaction with Current Broadband Service (2013 - 2016)
- Demographic Profile by Satisfaction with Broadband Service (Q3/16)
- Broadband Service Satisfaction by Perception of Broadband Speed (Q3/16)
- Satisfaction with Broadband Service by Service Provider (Q3/16)
- High Satisfaction with Broadband Service by Provider (2013 - 2016)

Broadband Services: Changes and Upgrades

- Changes to Broadband Service in Past 12 Months (Q3/16)
- Changes to Broadband Service by Self-reported Broadband Speed (Q3/16)
- Overall Broadband Service Changes by Type of Internet Access (Q3/16)
- Broadband Service Upgrades by Watching of Online Video Services (Q3/16)
- Broadband Service Upgrades by Use of a Tablet for Watching Video (Q3/16)
- Broadband Upgrade by Number of In-Home Entertainment Device Types Owned (Q3/16)
- Broadband Service Upgrades by Number of OTT Subscriptions (Q3/16)
- Broadband Upgrades by Live Streaming of Internet Video (Q3/16)

- Reasons for Subscribing to Broadband Service Again After Going Without Service for a Year or Longer (Q3/16)

Broadband Services: Broadband CPE

- Modem or Router Obtained from Broadband Provider (Q3/16)
- Brand of Internet Modem (Q3/16)
- Brand of Home Network Router (Q3/16)
- Attitudes about Not Using Internet Modem and Home Network Router from Broadband Provider (Q3/16)

Connected Devices & Screens

- Total Average Numbers of Connected CE Devices Owned Per BB HH (2010 - 2016)
- Average Numbers of Computing Devices Owned Per BB HH (2010 - 2016)
- Average Numbers of Connected In-Home Entertainment Devices Owned Per BB HH (2014 - 2016)
- Use of Devices for Video (2010 - 2016)
- Frequency of Use of TVs & PCs for Video (2010 - 2016)
- Frequency of Use of Mobile Devices for Video (2010 - 2016)

Pay TV Service: Subscriptions

- Pay-TV Service Subscriptions (2011 - 2016)
- Pay-TV Service Provider (Q3/16)
- Antenna-Only TV Service (2011 - 2016)
- Pay-TV and OTT Service Subscriptions (2014 - 2016)
- Pay-TV Service Changes: Provider-Initiated Changes (Q3/16)
- Pay-TV Service Value (Q3/16)
- Pay-TV Service Changes: Consumer-Initiated Changes (Q3/16)

- Recent Changes to Pay-TV Services (2015 - 2016)
- Likelihood of Subscribing to Pay-TV Service in the Next 12 Months (2012 - 2016)
- Previous Pay-TV Service Period (2010 - 2016)
- High Intention to Subscribe to Pay-TV Services by Previous TV Service Subscription Period (2015 - 2016)
- Reasons for Selecting Pay-TV Service Provider (Q3/16)
- Reasons for Selecting a New Pay-TV Service Provider (Q3/16)
- Reasons for Selecting a New Pay-TV Service Provider by Type of Provider (Q3/16)

Service Bundles and ARPU

- Bundled Service Subscriptions Among U.S. BB HHs (2013 - 2016)
- Standalone and Bundled Service Subscription (Q3/16)
- OTT Service Subscriptions (Q3/16)
- Home Service Subscription (2012 - 2016)
- Average Standalone Service ARPU (2010 - 2016)
- Monthly Cost of Home Bundled Services (2011 - 2016)
- Standalone Internet Service ARPU by Service Provider (Q3/16)
- Standalone Pay-TV Service ARPU by Service Provider (Q3/16)
- Pay-TV + Internet Bundled Service ARPU by Service Provider (Q3/16)
- Pay-TV + Internet + Home Phone Bundled Service ARPU by Service Provider (Q3/16)
- Pay-TV + Internet + Home Phone + Mobile Bundled Service ARPU by Service Provider (Q3/16)

- Internet + Mobile Bundled Service ARPU by Service Provider (Q3/16)

Pay-TV Service: Service Features & Use

- Premium Pay-TV Features (2013 - 2016)
- Pay-TV Service Features (2013 - 2016)
- Use of Premium Pay-TV Service Features (Q3/16)
- Use of Pay-TV Service Features (Q3/16)
- Change in Use of Pay-TV Service Features During Past 12 Months (Q3/16)

Pay-TV Service: Satisfaction

- Satisfaction with Pay-TV Service (Q3/16)
- Satisfaction with Pay-TV Service (2013 - 2016)
- High Satisfaction with Pay-TV Service by Provider (2013 - 2016)
- High Satisfaction with Pay-TV Service by Provider Type (2013 - 2016)
- Pay-TV Service Satisfaction by Provider (Q3/16)
- Satisfaction with Pay-TV Service by Type of Provider (Q3/16)
- Premium Pay-TV Services Taken by TV Service Satisfaction (Q3/16)
- Pay-TV Features Received by TV Service Satisfaction (Q3/16)
- Subscription to Specified Premium Movie Channels by Satisfaction with Pay-TV Service (Q3/16)
- Provider-Initiated Pay-TV Service Changes by Satisfaction with Pay-TV Service (Q3/16)
- Consumer-Initiated Pay-TV Service Changes by Satisfaction with Pay-TV Service (Q3/16)
- Number of Channels Included in TV Service Package by Satisfaction with Pay-TV Service (Q3/16)

- Demographic Profiles by Pay-TV Service Satisfaction

ATTRIBUTES

Parks Associates

15950 N. Dallas Pkwy
Suite 575
Dallas TX 75248

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Toll free 800.727.5711

FAX 972.490.1133

Authored by Brett Sappington, Yilan Jiang, David Mitchel, and Katherine Li
Executive Editor: Jennifer Kent

Published by Parks Associates

© 2016 Parks Associates | Dallas, Texas 75248

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.