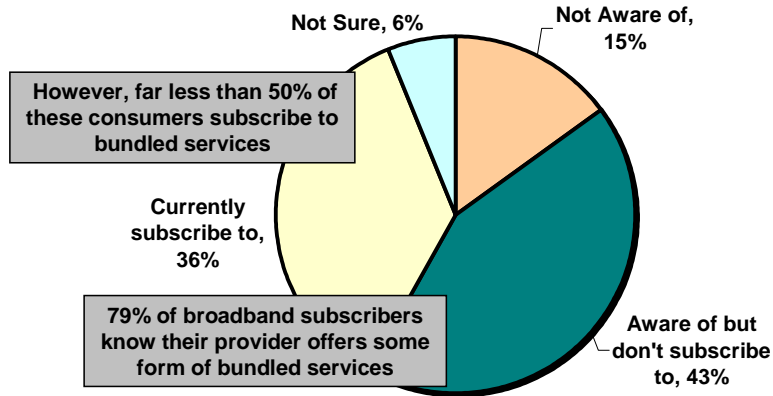


Synopsis

Bundled Services & Residential Gateways, a primary consumer research study, is a tool to determine the best mixture and pricing of packaged Internet, communications, and entertainment services. This survey tackles such issues as optimal price points, preferred service providers, and also examines how consumer preferences for packaged services impact the design, development, and distribution of residential gateway form factors.

Bundled Services: Awareness vs. Subscription

Awareness of and Subscription to a Multiple-Service, One-Bill Option
(Among broadband users, n=2,651)



Source: *Bundled Services & Residential Gateways*, a survey of 3,479 U.S. Internet households © 2006 Parks Associates

Publish Date: May 06

“Aggressive marketing and promotion of bundled services serve as the initial entry point to service providers to become the sole owners of all communication and entertainment services inside consumers’ homes,” said Deepa Iyer, a research analyst at Parks Associates. “A successful long-term bundled services strategy, however, is the one that promotes an integrated set of services reflective of known and distinct consumer needs combined with excellent service quality.”

Contents

The Bottom Line

1.0 Notes on Research Methodology

- 1.1 Research Design
- 1.2 Conjoint Analysis

2.0 Current Bundled Services Market Overview

- 2.1 Definition of Bundled Services
- 2.2 Market Penetration for Bundled Services
- 2.3 Psychographic Comparison of Bundled Vs. Non-Bundled Services Consumers
- 2.4 How Do Consumers Perceive Current Bundled Services?

3.0 Bundled Services Market Dynamics

- 3.1 How do Consumers Evaluate Various Combinations of Bundled Services?
- 3.2 Bundled Services Market Segmentation
- 3.3 Building Optimal Triple-Play Bundles for Different Customer Segments

4.0 Video Services Market Dynamics

- 4.1 What is the Most Preferred Video Service Plan?
- 4.2 Bundled Services Market Segmentation

- 4.3 Building the Optimal Video Plans for Different Consumer Video Segments
- 4.4 Types of Video Programming Preferred by Consumers
- 4.5 Monthly ARPU for Thematic Packages and Premium Channels

5.0 Mobile Phone Market Dynamics

- 5.1 What are the Most Preferred Mobile Phone Plans?

6.0 Analysis of Value-added Entertainment and Communication Services

- 6.1 What are the Most Preferred value-added entertainment and communication services?
- 6.2 Who is the Most Spending Triple-play Segment?

7.0 Market Implications: Emergence of Experience Providers

Slide Deck

- Section 1: Notes on Methodology
- Section 2: Overview of Bundled Services Market
- Section 3: Conjoint Analysis of Bundled Services
- Section 4: Conjoint Analysis of Video Services
- Section 5: Conjoint Analysis of Wireless Plans
- Section 6: Intention to Subscribe to Triple-play Services
- Section 7: The Dynamics of Landline Service
- Section 8: The Dynamics of Video Services
- Section 9: The Dynamics of Wireless Services
- Section 10: The Dynamics of High-Speed Internet Services
- Section 11: Value-added Services – Video, Wireless, & High-Speed Internet-related Services
- Section 12: Payment Preferences and Churn-risk Analysis — Bundled Services
- Section 13: Home Networking

Figures

The Bottom Line

- Possible Bundled Service Combinations
- Market Estimate for Bundled Services: 2005
- Psychographic Comparison of Bundled Vs. Non-Bundled Services Consumers
- An Example of a Bundled Service Plan as Presented to Respondents
- How Important are Individual Services?
- Ideal Triple-Play Packages
- Ideal Wireless Plans
- Perceived Price Levels for Various Triple-Play Packages
- Segmenting Consumers based on their Interest in Triple-Play Services
- Psychographic and Demographic Profiles of Different Consumer Segments
- Optimal Triple-Play Packages: by Consumer Segment

Video Plans Presented to Survey Respondents
 Ideal Video Packages
 What is the Most Important Programming Tier?
 Segmenting Consumers based on their Interest in Video Services
 Psychographic and Demographic Profiles of Different Consumer Segments
 Optimal Video Plans: By Consumer Segments
 Preferred Spending for a Thematic Package and Premium Channels
 Wireless Plans Presented to Survey Respondents
 How Important Are Individual Wireless Features?
 Most Preferred Wireless Plans
 Top Three Entertainment and Communication Services
 Most Preferred Customer Segment for Value-added Services

Attributes

Parks Associates
 5310 Harvest Hill Road
 Suite 235
 Lock Box 162
 Dallas TX 75230-5805

 800.727.5711 toll free
 972.490.1113 phone
 972.490.1133 fax

 parksassociates.com
 sales@
 parksassociates.com

Authored by: Deepa Iyer
 Executive Editors: Tricia Parks and Yuanzhe (Michael) Cai
 Published by: Parks Associates

 © May 2006 Parks Associates
 Dallas, Texas 75230

 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.