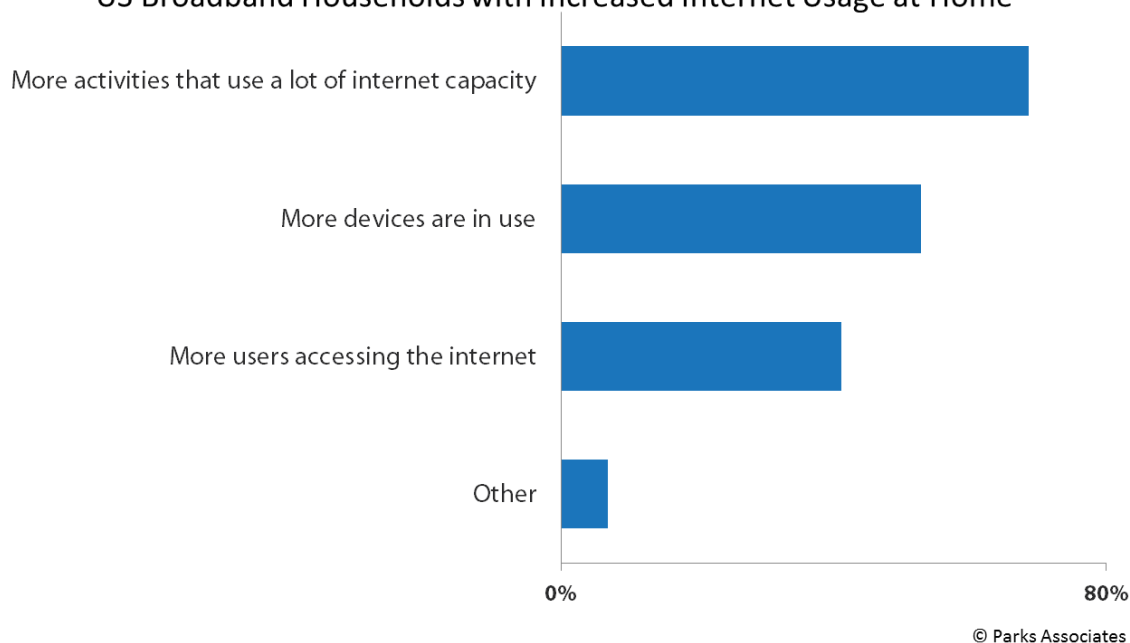


Reason for Increase in Internet Usage

US Broadband Households with Increased Internet Usage at Home



SYNOPSIS

This deliverable features consumer data and research from a survey fielded in August 2020. Consumer technology industries, especially the entertainment/communications services, content, and devices markets, need thoughtful, strategic research that quantifies the impact of COVID-19 on the market for the next several quarters. As with previous public health incidents, the majority of economic impacts will come from changes and aversions in consumer behaviors. This research addresses short- and long-term questions related to consumer engagement with broadband, pay-TV, and OTT video services, including new subscriptions to and cancellations of leading services. It assesses which behavioral changes are likely short-term in nature and which changes will last.

ANALYST INSIGHT

“As we move into 2021, service providers throughout the communications and entertainment space will be challenged to deliver high-performing solutions and a high-level customer experience at a low cost.”

— Steve Nason, *Senior Director*, Parks Associates

Number of Slides: 72

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Quantified Consumer: COVID-19 Market Impact Studies

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Defining Heads of Broadband Households

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- Acquisition Method of Entertainment Products Used by Children
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Appendix



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