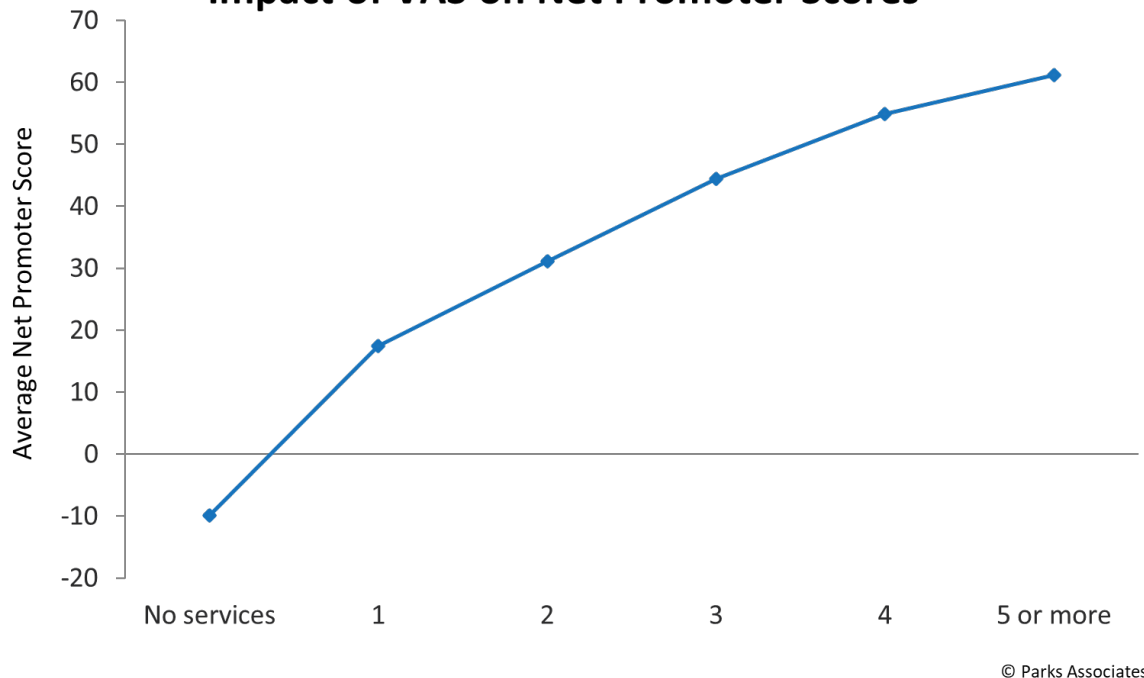


Impact of VAS on Net Promoter Scores



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SYNOPSIS

Over the past decade, a growing percentage of US households are connected to the internet but do not receive home internet service from a traditional home internet provider. The bulk of these consumers are "mobile-only," connected via a smartphone or tablet. With the launch of 5G home internet, and new low-orbit satellite networks, the market is poised for further shifts. This report examines consumer demand for broadband connectivity, including demand for new network types and the rationales for broadband cord-cutting.

ANALYST INSIGHT

“A majority of consumers report that they are ‘likely’ to upgrade to Gigabit speeds once available, and with fiber network buildouts and edgeouts – as well as upgrades to existing hybrid fiber-coaxial networks – an ever-larger number of subscribers are falling into that category. At the same time, wireless providers are turning to fixed wireless solutions to offer services to residential subscribers and business customers in urban and suburban markets.”

—Kristen Hanich, *Director of Research*, Parks Associates

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Fixed vs. Wireless – Consumers' Shifting Broadband Preferences

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Appendix



Fixed vs. Wireless – Consumers’ Shifting Broadband Preferences

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Published by Parks Associates

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