For the next few quarters, DSL service providers will continue to lead in new-subscriber growth,” said Yuanzhe (Michael) Cai, director of broadband and gaming at Parks Associates. “Nevertheless, price strategies may work in the short run, but in the long term, DSL service providers need to create appealing multiplay service bundles. Cable operators have leveraged their bundling strategies to conceal broadband price differentials and maintain strong subscriber growth while keeping a consistent ARPU and low churn rate.”
5.0 Tiered Services, Bundled Services, and VAS Services
5.1 Tiered Services
5.2 Bundled Services
5.3 VoIP Services
5.4 Value-added Services
  5.4.1 Consumer Interest
  5.4.2 Broadband Entertainment Services
  5.4.3 Home Networking Services
  5.4.4 Storage/Backup Services
  5.4.5 Other Internet and Home Network-based VAS Services
5.5 Fending off Over-the-Top Services

6.0 The Changing Legislative Environment
6.1 Brand X vs. FCC and the Reclassification of DSL Services
6.2 Vonage vs. Madison River and Net Neutrality
6.3 Grokster vs. MGM and the Future of P2P

7.0 Market Forecasts

8.0 Important Market Implications

Resource Book

Section I: Trends in Internet Adoption
Section II: Demographics Analysis of Broadband Households
Section III: Regional Difference: Rural, Urban, and Suburban
Section IV: Next Wave of Broadband Adoption
  Consistent Consumer Demand
  Demographics of Broadband High Intenders
  Preferred Service Providers
Section V: Customer Satisfaction, Retention, and Churn
Section VI: Bundled Services and VAS services
  Bundled Services
  Interest in Guaranteed Bandwidth
  Perception of Upload Speed
  Service Provider-Provinceoned Home Networks
  Internet/PC Security Services
  Storage/Backup Services
Section VII: Profiles of Cable Operators
  Comcast Corporation
  Cox Communications, Inc.
  Time Warner, Inc.
  Cablevision Systems Corp.
  Charter Communications, Inc.
Section VIII: Profiles of Telecom Operators
  AT&T Inc.
  Verizon Communications, Inc.
  BellSouth Corp.
  Qwest Communications International, Inc.
  Bell Canada International, Inc.
  SureWest Communications
Figures

The Bottom Line
Growth (Decline) of Narrowband-Only Households (1999-2010)
Subscriber Growth (Loss) of Major Narrowband Service Providers
Growth of Cable/DSL Residential Broadband Services (Past 10 Quarters)
Market Share of Leading Broadband Service Providers
Quarterly New Net Additions (Past 10 Quarters): Cable vs. DSL
Broadband Monthly ARPU: DSL vs. Cable Service Providers
Quarterly Growth Rate of Cable and DSL Residential Broadband Subscribers
Status of Broadband Network Upgrade: ILECs vs. Cable MSOs
Detailed Analysis of Subscriber Growth: Major Telecom Carriers
Cable MSOs Enjoy a Strong Lead in High-Bandwidth Services (June 2005)
Detailed Analysis of Subscriber Growth: Major Cable MSOs
Penetration of DSL and Cable Broadband among Top Ten Broadband States (June 2005)
Availability of DSL and Cable Modem Services among Top Ten Broadband States (June 2005)
Overlap between Telcos’ Footprints and the Top 100 Cable Systems
Comparison of Different FTTx Networks
Households Passed and Connected by Deep Fiber
Cable Fights Back: New Technologies and Standards
Fixed and Mobile Broadband Wireless Services Market Update
Important Municipal Wi-Fi Announcements
Selected BPL Rollouts and Announcements
Service Tiers based on Consumer Computer Usage Scenarios
Market Estimates for Bundled Services (2005)
Quarterly New Subscriber Additions (HSD+Video+Voice): Major MSOs vs. Telcos
VoIP Services from Major Telecom and Cable Carriers
Additional Services Desired for a Service Bundle: Internet-Based Services
Monthly Fee a Subscriber is Willing to Pay for Additional Internet-Based Services
Paying Consumers to Online Content
U.S. Revenues: Online Content Services
Home Networking Offerings: Telecom and Cable Operators
Interest in an ISP-Provisioned Online Storage Service among U.S. and Canadian Internet Subscribers
SWOT Analysis: Broadband Service Providers vs. Internet Portals and Internet Content Providers
Forecast of U.S. Broadband Service Revenue

Resource Book
Service Adoption
Internet Access
Internet Access Outside the Home
Internet Access Outside the Home, by Home Access
Internet Penetration by Gender
Internet Penetration by Age
Internet Penetration by Household Income
Internet Penetration by Education

© 2006 Parks Associates. All rights reserved.
Breakdown of all U.S. Households by Internet Access and Intent to Subscribe
Reasons for Not Subscribing to an Internet Service
Broadband and National Demographics: Gender Comparison
Broadband and National Demographics: Age Comparison
Broadband and National Demographics: Income Comparison
Broadband and National Demographics: Education Comparison
Current Internet Penetration vs. Area of Residence
Cable and DSL Penetration vs. Area of Residence
Length of Broadband Subscription vs. Area of Residence
High Intenders for Broadband Adoption vs. Area of Residence
Likelihood for Narrowband Users to Upgrade to a Broadband Service
Gender Breakdown of High Intenders for Upgrading to a Broadband Service in the Next 12 Months
Age Breakdown of High Intenders for Upgrading to a Broadband Service in the Next 12 Months
Income Breakdown of High Intenders for Upgrading to a Broadband Service in the Next 12 Months
Education Breakdown of High Intenders for Upgrading to a Broadband Service in the Next 12 Months
Preferred Service Provider for Broadband Upgrade
Preferred Service Provider for Broadband Upgrade by Area of Residence
Satisfaction Level with Current Broadband Service Provider by Type of Broadband Access
Factors Influencing Satisfaction Level with Broadband Service Providers by Type of Broadband Access
Factors Influencing Satisfaction Level with Service Provider by Number of Years of Using Broadband Service at Home
History of Switching Broadband Service Providers by Type of Broadband Access
Primary Reasons for Switching Broadband Service Provider by Type of Broadband Access
Likelihood to Switch to a Different Broadband Provider in the Next 12 Months by Type of Broadband Access
Have You Switched from a Broadband Service Provider to Another by Number of Years Using Broadband Service at Home
Reasons for Switching from one Service Provider to Another by Number of Years Using Broadband Service at Home
Awareness of and Subscription to a Multiple-Service, One-Bill Option
Awareness of and Subscription to Bundled Services
How Did You Hear about the Multi-Service Option?
Current Market Penetration of Multi-Play Services
Number of Broadband Households Subscribing to Bundled Services
Service Providers for Multi-Service Packages
Reasons for Not Subscribing to a Bundled Service
Adoption of Dual-Play Services among Broadband Subscribers
Dual-Play Services: Type of Service Providers
Adoption of Triple-Play Services among Broadband Subscribers
Triple-Play Services: Type of Service Providers
Current Penetration for Quad-Play Services: by Industry Type
Current Subscription to Dual-Play Services by Type of Internet Access
Current Subscription to Triple-Play and Quad-Play Services by Type of Internet Access
Interest in a Broadband Service that Provides Guaranteed Bandwidth
Interest in Guaranteed Bandwidth: On-Demand Bandwidth vs. Always
Optimized Perception of Broadband Upload Speed among Cable and Broadband Subscribers
Has Your Service Provider Ever Offered You a Home Networking Solution?
Penetration of Home Networking Solutions from Broadband Service Providers
Important Factors that Prompted One to Accept Home Networking Services from a Broadband Service Provider: U.S.
Reasons for Not Accepting a Home Networking Offer from a Broadband Service Provider
Factors that Impact the Decision to Accept a Home Networking Solution from a Broadband Service Provider
Internet or Home Computer Problems Experienced at Home in the Last 12 Months by Type of Internet Access
Has Your Internet Service Provider Ever Offered You Any Internet Security Services for an Additional Fee by Type of Broadband Access
Adoption of Internet Security Services Provided by Internet Service Provider: by Type of Broadband Access
Reasons for Not Accepting Security Service from Internet Service Provider: by Type of Broadband Access
Internet Service Provider’s Role in Communicating New Security Threats in an Appropriate and Timely Manner: by Type of Broadband Access
Internet Service Provider’s Role in Recommending Appropriate Actions/Solutions to Resolve Security Threats: by Type of Broadband Access
Internet Service Provider’s Role in Providing Service Response if Computers Become Infected by Viruses/Spyware: by Type of Broadband Access
Interest Level for Online Storage Solution: by Type of Broadband Access
Would You Subscribe to an Online Storage Solution at $14.99 per Month above the Cost of Internet Subscription: by Type of Internet Access

Comcast Financial Overview
Comcast Subscriber Base
Comcast Internet Packages
Cox Financial Overview
Cox Subscriber Base
Cox High-Speed Services
Time Warner Financial Overview
Time Warner Cable Subscriber Base
Time Warner Cable: Internet Packages
Cablevision Financial Overview
Cablevision Subscriber Base
Cablevision Broadband Packages
Charter Financial Overview
Charter Subscriber Base
Charter Internet Packages
AT&T Financial Overview
AT&T Subscriber Base
AT&T Internet Packages
Verizon Communication, Inc. Financial Overview
Verizon Communication, Inc. Subscriber Base
Verizon High-Speed Internet Packages
BellSouth Financial Overview
BellSouth Subscriber Base
BellSouth Internet Packages
Qwest Financial Overview