

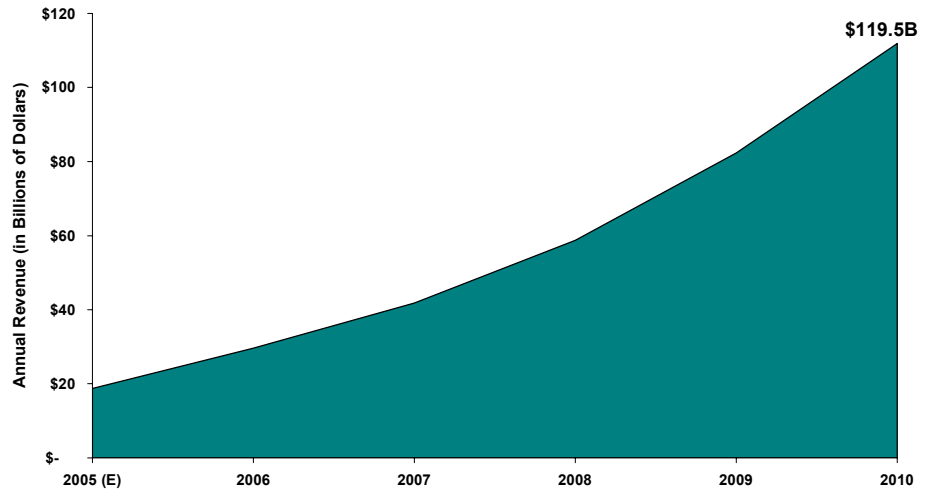
Synopsis

The Business of Bundled Services: Consumers, Models and Uptake analyzes the changing dynamics of the bundled services market. The report offers insight into ideal service mixes, customer groups, and emerging models for bundled services. It provides guidance to service and value-added solutions providers to design and execute better market strategies that maximize ARPU and increase customer retention.

Annual Bundled Services Revenue in the U.S.

Annual Bundled Services Revenue in the U.S.

(Among Broadband Consumers)



Source: *Bundled Services and Residential Gateways: 2005* & Parks Associates' Research
© 2006 Parks Associates

Publish Date: Apr 06

"Offering a blended set of services to consumers gives operators the opportunity to sell user experience," said Deepa Iyer, a research analyst at Parks Associates. "Such offerings guarantee revenue growth combined with increased customer loyalty."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

The Bottom Line

1.0 Broadband Market Overview and Industry Trends

- 1.1 Current Broadband Market Penetration
- 1.2 Competitive Analysis of the Broadband Market
 - 1.2.1 Overview of High-speed Internet Packages: By Cable Operators
 - 1.2.2 Overview of High-speed Internet Packages: By Telecom Operators
 - 1.2.3 Overview of High-speed Internet Packages: By Other Emerging Operators

2.0 Video Market Overview and Industry Trends

- 2.1 Analog vs. Digital Cable
- 2.2 Competitive Analysis of Video Industry
 - 2.2.1 Telecom Operators
 - 2.2.2 Satellite Operators
 - 2.2.3 New Entrants
- 2.3 Cable's Reaction to Changes in the Video Industry

3.0 Telephony Market Overview and Industry Trends

- 3.1 Landline Telephony Market Overview
 - 3.1.1 Current Landline Penetration
 - 3.1.2 Telecom Service Providers' Reactions to the Changing Telephony Market
- 3.2 Wireless Telephony Market Overview
 - 3.2.1 Wireless Telephony Market Update

4.0 The Business of Bundled Services

- 4.1 Definition of bundled services
- 4.2 Market Penetration for Bundled Services
- 4.3 SWOT Analysis: Cable vs. Telecom operators
- 4.4 Consumers' Perspectives on Bundled Services
- 4.5 Consumer-centric Bundle Mixes
- 4.6 Consumer Psychographics and Demographics
- 4.7 Building Optimal Triple-play Packages for Different Customer Segments
- 4.8 Emerging Business Models and Opportunities
 - 4.8.1 Embrace Broadband Intensive Applications
 - 4.8.2 Promote Various Home Usage Models
 - 4.8.3 Migration to an Internet Protocol Multimedia System (IMS)
 - 4.8.4 Embrace Home Networking Opportunities

5.0 Market Implications: Emergence of Experience Providers

- 5.1 Cable operators
- 5.2 Telecom Operators
- 5.3 Satellite Operators

6.0 Market Forecasts

Resource Book

Section I: Overview of the U.S. Bundled Services Market

- Current Market Penetration of Bundled Services
- ARPU, Satisfaction Factor, and Preferred Payment Options
- Interest in Subscribing or Switching to a Triple Play Service

Section II: Conjoint Analysis of Bundled Services

- Building the Ideal Triple-play Bundle Mix
- Market Segmentation
- Building Ideal Bundles for Different Customer Segments

Section III: Analysis of Value-added Entertainment and Communication Services

- Analysis of Advanced Video Services
- Analysis of TV-Based Value-added Services
- Analysis of Internet-based Value-added Services
- Analysis of Mobile Phone-based, Value-added Services

Section IV: Profiles of Content Providers

- Yahoo!
- Microsoft

Section V: Profiles of Cable Operators

- Charter Communications, Inc.
- Comcast
- Cox Communications
- Time Warner Cable

Section VI: Profiles of Telecom Operators

- AT&T Inc
- BellSouth
- SureWest
- Verizon

Section VII: Profiles of Direct Broadcast Satellite (DBS) Providers

DirectTV
EchoStar Communications Corporation

Section VIII: Profiles of Value-added Solution Providers

Integra5
Navic Networks

Figures

The Bottom Line

U.S. Broadband Service Subscribers: Cable vs. DSL
 Overview of High-speed Internet Packages: By Cable Operators
 Overview of High-speed Internet Packages: By Telecom Operators
 Quarterly Video Subscribers: Analog vs. Digital
 Digital Cable Market Share in Terms of Number of Subscribers: 2005
 How does DVR/PVR Drive VoD and Pay-per-View Subscription
 Video Services Preferences: By High Intenders of Additional Video Services
 Overview of High-definition Programming: By Cable Operators
 Incumbent Telecom Operators' IPTV Strategies
 Satellite TV Subscriber Growth
 Overview of High-definition Programming: By Satellite Operators
 A Summary of New Video Distribution Models
 Current Landline Penetration: By Millions of Subscribers
 Four-Quarter Avg. Wireless Net Additions vs. ARPU among Top Four Operators
 Wireless Service Provider Market Share (2005)
 Possible Bundled Service Combinations
 Market Estimate for Bundled Services: 2005
 How Do Bundled Services Affect Likelihood to Switch Current Service Provider?
 Strengths and Weaknesses: Cable vs. Telecom Operators
 Opportunities and Threats: Cable vs. Telecom Operators
 Comparison of Bundled Services: Cable vs. Telecom Operators
 Comparison of Awareness vs. Subscription to Bundled Services
 Comparison of Current vs. Perceived Ideal Monthly Payment: Dual-play Services
 Comparison of Current vs. Perceived Ideal Monthly Payment: Triple-play Services
 Ideal Triple-play Packages for the Broadest Possible Customers Segments
 Ideal Wireless Plans for the Broadest Possible Customers Segments
 Perceived Price Levels for Various Triple-Play Packages 39
 Psychographic and Demographic Profiles of Different Customer Segments
 Optimal Triple-play Packages: by Customer Segments
 An Overview of the Most Preferred TV-based Value-added Services
 An Overview of the Most Preferred Computer-related Value-added Services
 An Overview of the Most Preferred Mobile-related Value-added Services
 Most Preferred Customer Segment for Value-added Services
 Overview of Home Networking Solutions: By Service Providers
 Annual Bundled Services Revenue in the U.S.: 2005-2010

Resource Book

Possible Bundled Service Combinations

Awareness of and Subscription to a Multiple-Service, One-Bill Option
 How Did You Hear about the Multiservice Option?
 Current Market Penetration of Multiplay Services
 Number of Broadband Households Subscribing to Bundled Services
 Service Providers for Multiservice 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 Monthly ARPU for Multiservices
 Factors Influencing Satisfaction Level with a Multiservice Provider
 Current Satisfaction Level with a Multi-Play Service Provider: by Type of
 Internet Service Provider
 Preferred Payment Option for Bundled Packages
 Monthly Discount Expected for an Automated Bill Payment Option
 Likelihood to Select Internet + Telephone + Video Services or Internet +
 Telephone + Wireless Services as a Single Package
 Likelihood to Switch Service Provider for Triple-Play Packages
 Preferred Service Provider for Triple-Play Packages
 A Bundled Service Plan
 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
 High-Intenders Interest in Additional Video Services
 Amount Willing to Pay for Additional Video Services
 Interest Level in VoD Services: Plan A* vs. Plan B**
 Differences between VoD Plan A* vs. Plan B**
 Additional Services Desired for a Service Bundle: TV-based Services
 Additional TV-Based Service Desired for a Service Bundle: by Consumer
 Segment
 Monthly Fee a Subscriber Is Willing to Pay for Additional TV-Based Services
 Additional Services Desired for a Service Bundle: Internet-Based Services
 Additional Internet-Based Services Desired for a Service Bundle: by
 Consumer Segment
 Monthly Fee a Subscriber Is Willing to Pay for Additional Internet-Based
 Services
 Likelihood to Discontinue an E-mail Account from an Independent Service
 Provider
 Subscription to Local and/or Mobile Phone Services
 Compare the Likelihood to Discontinue and Subscribe to Local Phone Services
 Additional Services Desired for a Service Bundle: Mobile Phone-Based
 Services
 Additional Mobile Phone-Based Service Preferences: by Consumer Segment
 Monthly Fee a Subscriber Is Willing to Pay for Additional Mobile Phone-Based
 Services
 Yahoo! Financial Overview
 Microsoft Financial Overview
 Charter Financial Overview

Charter Subscriber Base
Charter Bundled Package
Charter Voice Package
Charter Internet Package
Charter Video Package
Comcast Financial Overview
Comcast Subscriber Base
Comcast Voice Packages
Comcast Internet Packages
Comcast Video Packages
Cox Financial Overview
Cox Subscriber Base
Cox Bundled Packages
Time Warner Financial Overview
Time Warner Financial Overview
Time Warner Bundled Packages
Time Warner Voice Packages
Time Warner Internet Packages
Time Warner Video Packages
AT&T Financial Overview
AT&T Subscriber Base
AT&T Voice Packages
AT&T Video Packages
AT&T Internet Packages
BellSouth Financial Overview
BellSouth Subscriber Base
BellSouth Voice Service
BellSouth Internet Packages
BellSouth Video Packages
SureWest Financial Overview
SureWest Subscriber Base
SureWest Bundled Packages
SureWest Voice/Internet/Video Packages
Verizon Financial Overview
Verizon Subscriber Base
Verizon Bundled Package
Verizon High Speed Internet Packages
Verizon Voice & Video Packages
DirecTV Financial Overview
DirecTV Subscriber Base
DirecTV Video Packages
EchoStar Financial Overview
EchoStar Subscriber Base
Dish Network Video Packages
i5 SDP Product Suite Overview
Navic Network Solutions Overview

Attributes	
<p>Parks Associates 5310 Harvest Hill Road Suite 235 Lock Box 162 Dallas TX 75230-5805</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Deepa Iyer Executive Editors: Tricia Parks and Yuanzhe (Michael) Cai Contributor: Ashley Lim Published by: Parks Associates</p> <p>© April 2006 Parks Associates Dallas, Texas 75230</p> <p>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.</p> <p>Printed in the United States of America.</p> <p>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.</p>