

SYNOPSIS

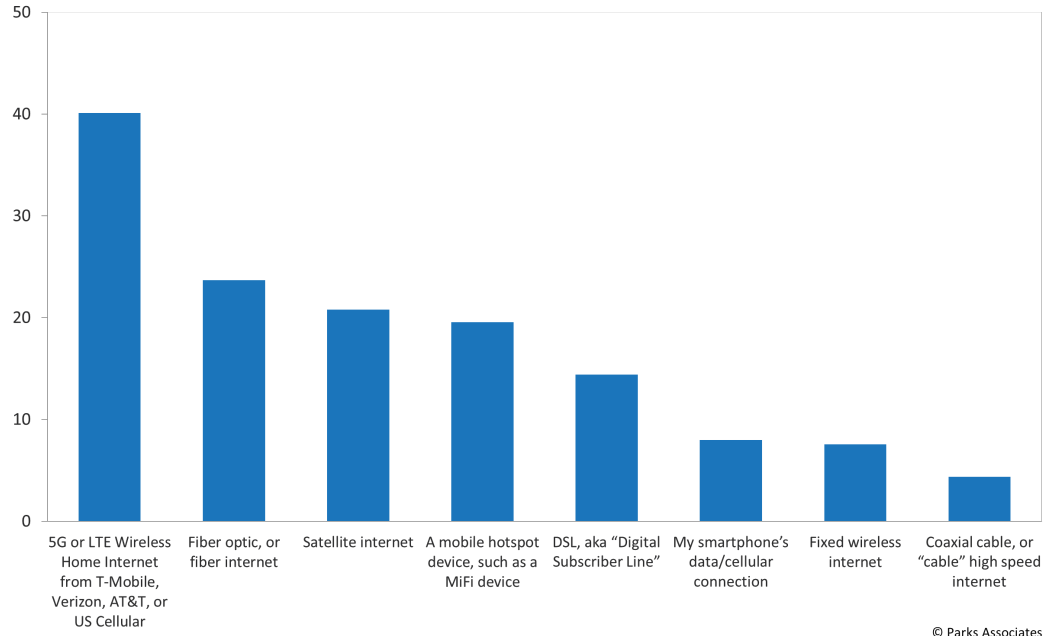
Consumers are increasingly interested in bundling multiple services alongside their home internet. Convergence of home internet and mobile service is a major force driving the strategies of both telcos and cablecos, with satellite connectivity on its way. Although adoption of traditional linear pay-TV services has fallen, consumers are also viewing more video than ever before, with streaming video increasingly taking the place of pay-TV in the bundle.

This study examines consumer demand and interest in service bundles, including that of value-added services from third parties. It examines consumer demand for “super aggregation” of video and other digital content, provided by broadband players. It identifies new opportunities for value-added services alongside broadband, including in bundles with converged mobile and home services.

Number of Slides: 75

AUTHORS

Net Promoter Score of Home Internet by Access Method



Key questions addressed:

1. What is the impact of mobile and home internet bundles on NPS, customer acquisition, and customer retention, and what other high-value bundles are consumers looking for?
2. How does the addition of value-added services impact customer acquisition and retention relative to other factors such as network type, speed, reliability, and cost?
3. With Verizon shutting down its +Play platform, is super aggregation still a winning strategy? Or is the home internet market turning to the traditional bundling model historically seen in mobile services?
4. How have consumer attitudes about home internet, bundling, value, and service reliability evolved throughout 2025 compared to prior years?
5. What can we expect in terms of broadband market growth going into 2026 and beyond?

“High customer churn and increased adoption of gigabit speeds risk commoditizing home internet. ISPs must evolve their strategies to continue providing value to their customers.”

—Kristen Hanich, Senior Director of Research, Parks Associates

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