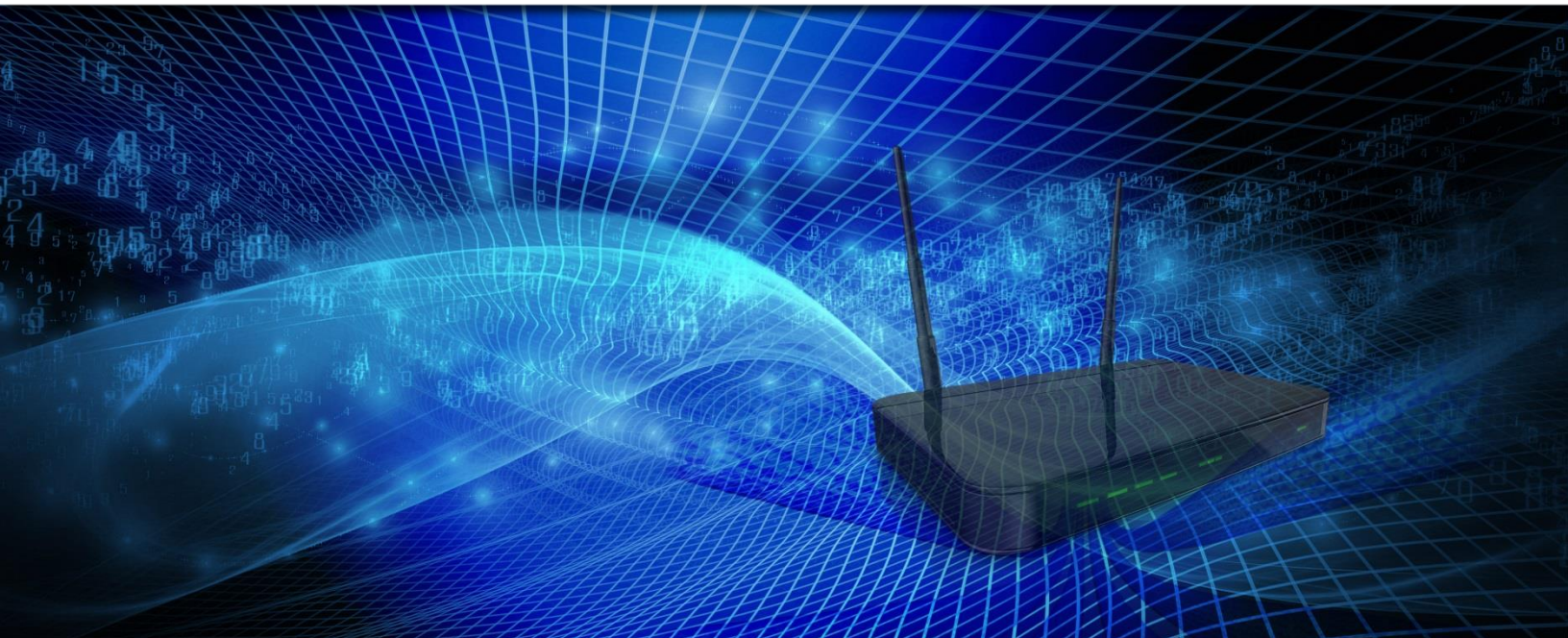


# Industry Report

## Modern Broadband: The Impact of Wireless on Fixed-line

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By Tu Skuse, Research Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

Synopsis	Consumers Likely to Switch to Mobile Services														
<p>More and more broadband households use cellular and Wi-Fi connections for in-home and out-of-home data needs. This report examines the impact these wireless technologies will have on fixed-line broadband services. It also evaluates usage of both options, as well as the pros and cons of each, and includes a five-year forecast for fixed-line global broadband household connections.</p>	<p style="text-align: center;"><b>High Likelihood to Switch to Mobile-Only</b> U.S. Broadband Households with Home Fixed Broadband Service</p> <table border="1"> <caption>High Likelihood to Switch to Mobile-Only</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very likely to move</td> <td>~22%</td> </tr> <tr> <td>Hispanic/Latino</td> <td>~18%</td> </tr> <tr> <td>Have single line mobile plan with unlimited data</td> <td>~15%</td> </tr> <tr> <td>Student</td> <td>~12%</td> </tr> <tr> <td>Single</td> <td>~10%</td> </tr> <tr> <td>Renters</td> <td>~8%</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Category	Percentage	Very likely to move	~22%	Hispanic/Latino	~18%	Have single line mobile plan with unlimited data	~15%	Student	~12%	Single	~10%	Renters	~8%
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<p><b>Publish Date:</b> 3Q 17</p>	<p>“Mobile data service and fixed home broadband service both have their advantages and serve different purposes and are not likely to be each other’s substitute but will work best side-by-side,” said Tu Skuse, Research Analyst, Parks Associates.</p>														

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List of Companies		
	AirTies	Microsoft
	Altice	Midco
	Altice NV	Netflix



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