

By Craig Leslie, Senior Analyst, and Brett Sappington, Senior Director of Research, Parks Associates

<p><b>Synopsis</b></p> <p>An increasing number of providers across global markets offer, or are testing, gigabit-speed broadband services, pushing new fixed-line data offerings to data-hungry consumers. This report examines current competition in gigabit-speed services as well as operator strategies to retain subscribers in the face of such high-speed competition. The report analyzes broadband churn and cord cutting, as well as reasons and likelihood for each, and provides five-year forecasts for fixed-line broadband subscribers.</p>	<p style="text-align: center;"><b>Connected Devices in the Home</b></p> <p style="text-align: center;"><b>Total Average Number of Connected Devices Per US Broadband Household (2015-2018)</b> Among All US Broadband Households, Outliers Excluded</p> <table border="1"> <caption>Data for Total Average Number of Connected Devices Per US Broadband Household (2015-2018)</caption> <thead> <tr> <th>Year</th> <th>Average # of connected CE devices, including computing, mobile, smart speaker, and entertainment devices to the Internet</th> <th>Average # of connected smart home devices</th> <th>Average # of connected health devices</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>7.5</td> <td>0.5</td> <td>0.2</td> <td>8.2</td> </tr> <tr> <td>2016</td> <td>8.2</td> <td>0.8</td> <td>0.2</td> <td>9.2</td> </tr> <tr> <td>2017</td> <td>8.5</td> <td>1.0</td> <td>0.3</td> <td>9.8</td> </tr> <tr> <td>2018</td> <td>9.0</td> <td>1.2</td> <td>0.6</td> <td>10.8</td> </tr> </tbody> </table> <p style="text-align: right;">© Parks Associates</p>	Year	Average # of connected CE devices, including computing, mobile, smart speaker, and entertainment devices to the Internet	Average # of connected smart home devices	Average # of connected health devices	Total	2015	7.5	0.5	0.2	8.2	2016	8.2	0.8	0.2	9.2	2017	8.5	1.0	0.3	9.8	2018	9.0	1.2	0.6	10.8
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<p><b>Publish Date:</b> 1Q 19</p>	<p>“Providers are promoting gigabit backed bundles to differentiate their gigabit services. Common bundles feature broadband, pay-TV and fixed phone components to appeal to the widest audiences. More specialized bundles include feature such as OTT services to better target distinct user segments. As differentiation becomes more difficult, providers will increasingly add cloud based services such as network control, home security, and smart home applications,” said Craig Leslie, Senior Analyst, Parks Associates.</p>																									
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List of Companies		
	10G	LG U+
	123Net Fibre	Luma
	AirTies	M1
	Akamai	McAfee
	Alibaba	Mediacom
	ALLO Communications	MyRepublic

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Altibox	NBN
Amazon	NET
ARRIS	NetEase
AT&T	Netflix
Atlantic Broadband	Nex-Tech
Axtel	NTT
Banhof	OpenNet
Bonet	PCCW
Bouygues Telecom	PLDT
Brazil Telecom	Plume Design
Bredbandsbolaget	POST
British Telecom	Quantum Strategic Partners
Broadcom	RCS
Cable One	RDS
CableLabs	SingTel
Calix Inc	SK Telecom
Canby Telecom/Directlink	Sky
CenturyLink	Softbank
China Telecom	Sonera
China Unicom	So-Net
Chorus	Sony
Chunghwa Telecom	Spectra
Cincinnati Bell	Spectrum Charter
CityFibre	Spreadtrum
Comcast	StarHub
Consolidated Communications	STC
Cox Communications	Suddenlink
CRTC	TDS Telecom
du	Tele2
Eero	Telenor
Electric Power Board of Chattanooga	Telia
Free	Telmex
Frontier Communications	Tencent
Gibson Connect	Totalplay
Globe Telecom	Turkcell
Google	U.S. Internet
Grande Communications	Verizon
HKBN	ViewQuest
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Hyperoptic	Vivo
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