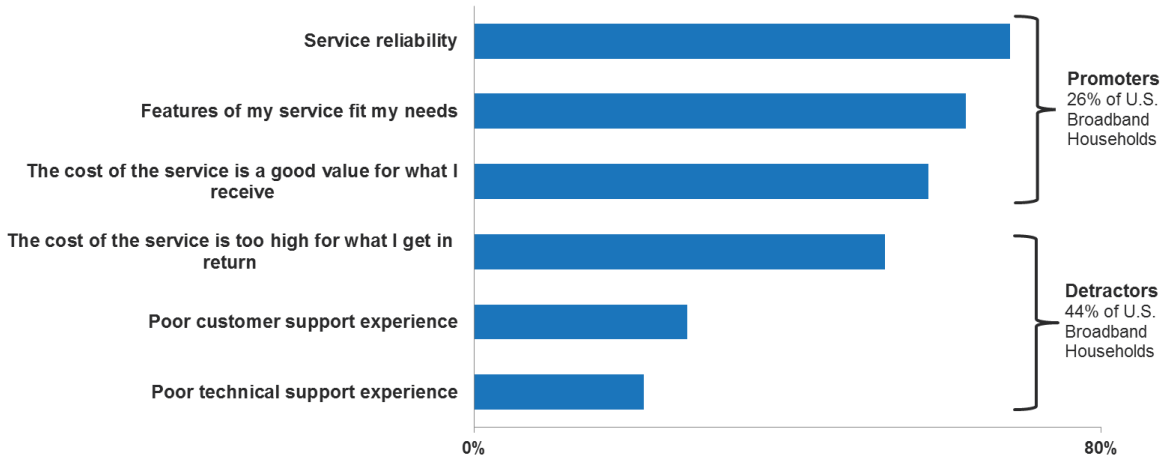


Top Reasons to Promote or Detract One's Broadband Service Provider U.S. Broadband Households



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Consumer Analytics Team



Yilan Jiang, Manager of Consumer Research

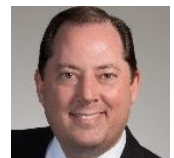


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SYNOPSIS

Broadband and pay TV remain cornerstones of U.S. operator services. Yet market trends and potential substitutes for each of these services are driving change in these core areas. This study explores the environment, consumer demand, use, and perception of pay TV and broadband services among U.S. broadband households.

ANALYST INSIGHT

“Given the intense competition in the U.S. market, operators are fighting each other in order to win subscribers. Broadband remains a mainstay of the operator portfolio, but consumer use cases, including Wi-Fi use cases, are evolving. New services, features, bundles and competitors in pay TV are providing consumers with new factors to consider in selecting providers. This study examines current consumer adoption and perception of these critical services.”

— Brett Sappington, *Senior Research Analyst*, Parks Associates



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Appendix

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