

## Testing Value-added Services (VAS)

Parks Associates tested the availability, adoption, and perceived value of a variety of services that may be provided by a household's broadband provider that add value to the provider-customer relationship:

- Streaming video service
- Identity theft protection service
- Home security monitoring
- Smart home system
- Fall detection or health monitoring service
- Parental controls of online or mobile activity in the home
- Wi-Fi monitoring and optimization
- Data security/device protection service
- Data management for connected devices in the home
- Online storage
- Technical support and monitoring service

*Broadband Value-Added Services*

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### SYNOPSIS

As the broadband market becomes increasingly commoditized, broadband providers are seeking ways to differentiate themselves through new products and services. This research investigates consumer perception and interest in value-added services from service providers including Wi-Fi services, network optimization, and data security and monitoring services.

### ANALYST INSIGHT

“Internet service providers (ISPs) are in the midst of a significant sea change. ISPs must support the quickly evolving internet access demands across the globe brought on by the COVID-19 crisis.”

— David Drury, *Research Director*, Parks Associates

Number of Slides: 61

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CONSUMER  
ANALYTICS

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- Impact of COVID-19 on Service Usage (Q1/20)

**VAS Adoption & Awareness**

- Testing value-added services (VAS)
- Total Number of Broadband VAS (Q3/19)

- Broadband VAS Adoption & Awareness (Q3/19)
- Stand-Alone Internet Adoption by OTT Video Subscription (2017-2019)
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- Broadband VAS by Service Provider (Q3/19)
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**VAS & ARPU**

- ARPU of Home Bundled Services (2012 - 2019)
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- Average ARPU for Stand-Alone Internet Service by Broadband Speed (Q3/19)

**Demand for VAS**

- Increased Usage of Value-Added Services (Q1/20)
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