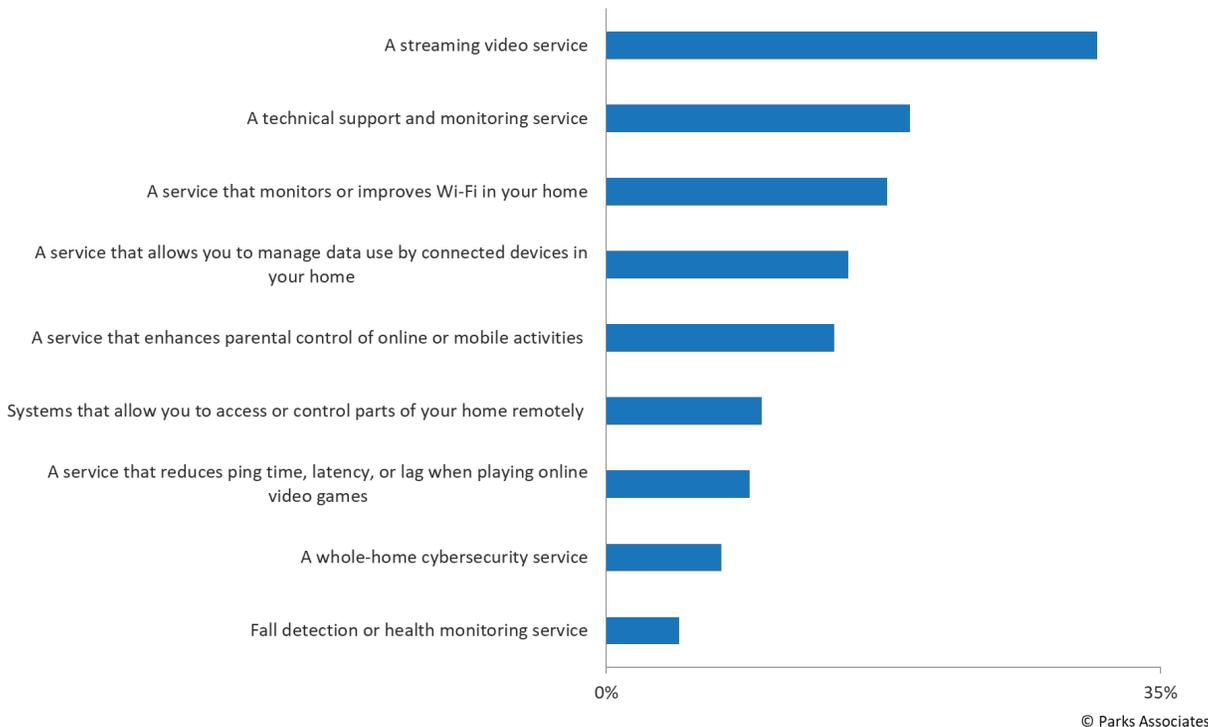


Broadband VAS Adoption



Consumer Analytics Team



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SYNOPSIS

Changing consumer lifestyle, work, and entertainment patterns in the wake of the COVID-19 crisis have shifted the market for broadband services considerably. This study assesses adoption of services and service bundling, service ARPU, upgrades and downgrades of broadband, and perception of broadband speeds received among US households. It also compares perceptions among various groups of consumers, including those with mobile data services.

ANALYST INSIGHT

“The residential internet space is more competitive than ever before, as fiber rollouts and 5G network buildouts pressure the market from both the high and low ends. Consumers are less willing to pay for the highest quality of service than they were during the height of the pandemic – ISPs must be prepared to increase the value of their offerings or risk growing churn.”

—Kristen Hanich, *Research Director*, Parks Associates

Number of Slides: 60

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- Broadband VAS Adoption
- Broadband VAS Business Model
- Attitudes Toward Broadband Service
- Most Impactful VAS Bundles
- Net Promoter Score of Internet Service Provider by Number of Value-Added Subscriptions

Broadband Adoption and Bundling

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Broadband Bundling and Value-Added Services

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- Bundling Impact on Net Promoter Score (Q3/22)
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- Net Promoter Score of Internet Service Provider by Number of Value-Added Subscriptions
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Interest in Value-Added Services

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- High Intention to Make Changes to Broadband Services
- Reason for Intention to Cancel
- Download Speed of Home Internet Service
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Broadband: New Demands and Bundling Opportunities

SERVICE:
BROADBAND
SERVICES

1Q 2023

- Likelihood of Upgrading Broadband Service to 1+ Gbps
- Reasons For Upgrading Internet Service

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- Market Share of Top Ten Residential Home Internet Providers
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Appendix



Broadband: New Demands and Bundling Opportunities

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