

# Consumer Segmentation: Multiscreen Use & Service Bundles

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## Abstracts

This 360 View Update examines two critically important trends in operator services today – bundling and multiscreen consumption. Service bundling is a key operator strategy. Multiscreen video is an important element of video services today and drives demand for broadband services. This research examines trends in service bundling in the U.S. market and explores links between multiscreen use and uptake of bundles.

### Key Topics

Current adoption of bundled services

Likelihood of consumers making changes to their broadband service

Overview of trends in bundled service ARPU

Breakdown of changes in pay-TV service by video viewing segment

### Research Benefits

Highlights key strategies in operator services

Quantifies the size of the four video viewing segments: Avid Viewers, Rooted Viewers, Traditionalists, and Purists

Identifies links between multiscreen use and the uptake of bundles

Analyzes current trends in bundling and multiscreen consumption

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### **ABOUT THE RESEARCH**

### **PREVIOUS RESEARCH**

TV Services: The Fight for Premium Revenues (Q4/15)  
The Need for Speed: Broadband and Data Consumption (Q3/15)  
360 View: Entertainment Services in U.S. Broadband Households (Q3/15)  
Segmentation: VOD & OTT Usage (Q2/15)  
TV Everywhere and the New World of OTT (Q2/15)  
Under Attack: Assessing New Threats to Pay-TV (Q4/14)

### **KEY FINDINGS**

### **INDUSTRY INSIGHT**

### **RECOMMENDATIONS**

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Trends in Bundle Types by Cable Service Provider (2011 - 2015)  
Trend in Adoption of Bundles by Service Provider (2011 - 2015)  
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### **APPENDIX: DETAILS ON VIDEO VIEWING SEGMENTS:**

Segment Descriptions

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