

The Need for Speed: Broadband and Data Consumption

<https://marketpublishers.com/r/N8E88CCCCE5EN.html>

Date: June 2015

Pages: 70

Price: US\$ 5,000.00 (Single User License)

ID: N8E88CCCCE5EN

Abstracts

The Need for Speed: Broadband and Data Consumption examines broadband services received by U.S. households, perception of broadband speed, and the impact of speed on churn and switching. The study covers reported speed, perception of speed, changes in the past 12 months, and planned changes over the next 12 months. It breaks out these areas by operator, age/demographics, digital media use, device ownership, and other factors in order to assess uptake of very high speed broadband services.

Contents

ABOUT THE RESEARCH

PREVIOUS RESEARCH

360 View: Entertainment Services in U.S. Broadband Households (Q3/15)

Segmentation: VOD & OTT Usage (Q2/15)

The Super Buyer: Characteristics of High ARPU Customers (Q4/14)

Modern Broadband: Maximizing Retention and Revenues (Q4/14)

Consumer Segmentation: OTT Video Buyers (Q4/14)

Modern Broadband: Access and Value-added Services (Q3/13)

KEY FINDINGS

INDUSTRY INSIGHT

RECOMMENDATIONS

OVERVIEW OF BROADBAND SERVICES:

U.S. Broadband Service Adoption & Service ARPU (2010 - 2015)

Broadband Service Providers (Q2/15)

Broadband ARPU by Service Provider (Q2/15)

BROADBAND SPEED:

Broadband Service Speed (Q2/15)

Broadband Service Speed by Provider (Q2/15)

Perception of Broadband Service Speed (Q2/15)

Perception of Service Speed by Broadband Service Speed (Q2/15)

Perception of Broadband Service Speed by Provider (Q2/15)

Perception of Broadband Service Speed by Age (Q2/15)

BROADBAND SPEED AND SERVICE CHANGES:

Changes to Broadband Service in Past 12 Months (Q2/15)

Changes to Broadband Service in Past 12 Months by Provider (Q2/15)

Recent Changes to Broadband Service by Perception of Broadband Speed (Q2/15)

Changes to Broadband Service in Past 12 Months by Age (Q2/15)

Changes to Broadband Service in Past 12 Months by Household Income (Q2/15)

Changes to Broadband Service in Past 12 Months by Children at Home (Q2/15)

Reason for Switching to a Different Broadband Service Provider (Q2/15)

Reason for Switching to a Different Broadband Service Provider by Current Provider (Q2/15)

Likelihood of Making Changes to Broadband Service (Q2/15)

Likelihood of Making Changes to Broadband Service by Provider (Q2/15)

Likelihood of Making Changes to Broadband Service by Perception of Broadband Speed (Q2/15)

Reason for Intending to Switch to a Different Broadband Service Provider (Q2/15)

Reason for Intending to Switch to a Different Broadband Service Provider by Provider (Q2/15)

Reason for Planning to Switch Broadband Service by Perception of Broadband Speed (Q2/15)

DIGITAL MEDIA USE & CONNECTION TYPE:

Broadband Speed and Type of Internet Access (Q2/15)

Broadband Service Speed by Number of Hours Watching Internet Video on a TV Set (Q2/15)

Broadband Service Speed by Weekly Number of Hours Streaming Online Audio on a Computer (Q2/15)

Broadband Service Speed by Weekly Number of Hours of Playing Games on a Gaming Console (Q2/15)

DIGITAL MEDIA USE & BROADBAND UPGRADES:

Likelihood of Upgrading Broadband Service by Connected In-Home Entertainment Device Ownership (Q2/15)

Intention to Upgrade Broadband Service by Broadband Speed and Number of Connected In-Home Entertainment Device Types (Q2/15)

Intention to Upgrade Broadband Service by Internet Video Viewing Platforms (Q2/15)

Intention to Upgrade Broadband Service by Broadband Speed and Watching Internet Video (Q2/15)

Likelihood of Upgrading Broadband Service by Weekly Number of Hours Viewing Internet Video Site/App Video on a Tablet (Q2/15)

Likelihood of Upgrading Broadband Service by Overall OTT Service Subscription (Q2/15)

Intention to Upgrade Broadband Service by Streaming Online Music Platform (Q2/15)

Intention to Upgrade Broadband Service by Playing Games (Q2/15)

Likelihood of Upgrading Broadband Service by Number of Gaming Hours on Gaming Consoles (Q2/15)

Intention to Upgrade Broadband Service by Broadband Speed and Frequency of Playing Games on a Gaming Console (Q2/15)

DEMOGRAPHICS & BROADBAND UPGRADES:

Likelihood of Upgrading Broadband Service by Age (Q2/15)

Likelihood of Upgrading Broadband Service by Children at Home (Q2/15)

ADDITIONAL RESEARCH FROM PARKS ASSOCIATES

I would like to order

Product name: The Need for Speed: Broadband and Data Consumption

Product link: <https://marketpublishers.com/r/N8E88CCCCCE5EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N8E88CCCCCE5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970