

Bundled Communication Services - US - November 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Cord-cutting has been discussed in mainstream media as a problem for pay TV services, while a long-term decline in home phone services has been tied to cellular phone service. Looking forward, home internet may also be plagued by cord-cutting, placing all three legs of the home bundle in jeopardy.”
 – Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Which cords will see further cuts?
- OTT content: Friend or foe?
- Will anyone pay for 500 Mbps service?

This report covers subscriptions for television, home internet, and home phone service, including when these services are sold as bundles from the same provider and when sold individually. Sales data for this report includes sales of all three services. Cellular service is discussed in relation to the desire for a single bundled product including all four services, but sales for this service are not included in Market Size or Segmentation data. Mintel also covers pay TV and cellular service plans in their own dedicated reports: Pay TV—US, October 2013 and Mobile Service Providers—US, February 2013.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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