

# Pay TV and Home Communication Services - US - October 2014

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“Rising internet subscriptions have counterbalanced losses in phone lines. Providers will be focusing on migrating existing customers to higher-speed, higher-cost internet to boost ARPU (average revenue per unit). Marketing materials will follow this need, likely de-prioritizing pay TV service among carriers able to supply the highest speeds.”  
 – Billy Hulkower, Senior Analyst, Technology and Media

## This report looks at the following areas:

- Are over-the-top services an indication that traditional pay TV isn't working?
- Is the home phone dying?

This report explores subscription to pay TV, home phone, and home internet service, with a particular focus on the pay TV industry. Discussions include the emergence of competing internet-based pay TV service, attitudes and interest in higher-speed internet, the role of age and household income in subscription, subscription to bundled services, average spend, how carriers are innovating in set-top boxes, and interest in changing carriers or adding a new service, among other topics.

The broad array of subjects covered provide an overview of the industry as a whole, and an in-depth understanding of consumer sentiment toward these services, including both current subscribers, and those electing not to opt into pay TV subscription service.

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