

## Bundled Communications Services - UK - January 2013

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*"There are motivations for consumers to take up bundled communications packages that include a mobile service. The increasing number of video-on-demand services and cloud-based storage solutions mean that over 2013-2014, access to cloud-based content is going to become an important aspect of media content consumption."*

– Samuel Gee, Technology Analyst

### In this report we answer the key questions:

- How important will mobile inclusion be in the bundles of 2013?
- Is there a way that operators can stand out in a highly similar marketplace?
- How will upcoming technologies impact on bundle provision?
- Can operators reduce customer churn?

Bundled communications service providers supply consumers with a mix of home telecommunication related services, ranging from the somewhat staid fixed line telephony to the newest and most technologically advanced television services. The market is a difficult one to compete in, with extremely similar product offerings from most major players, and with the growing popularity of digital content delivery likely to soon challenge the so far uncontested dominance of pay TV – one of the pillars of the much desired triple play bundle.

This report will examine the retail of bundled communication services, and will examine: what bundles or services consumers have; how much they pay for those services; who the services are provided by; what services consumers pay for outside of their main bundle; what made consumers choose their most recently purchased bundle; and consumer attitudes to bundled communication services.

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