

Pay TV and Home Communication Services - US - March 2015

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“With households trimming and cutting television service, providers will likely set sights on continued capital expenditure for and marketing of ultra-high speed internet. Significant questions hang over this strategy: do households need that speed, and how much more will they be willing to pay for it?”

– Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- How much speed do we need?
- Is DISH Sling TV a game changer?

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, and interest in changing carriers, among other topics. These subjects are covered utilizing results from both qualitative and quantitative studies conducted specifically for this report.

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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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