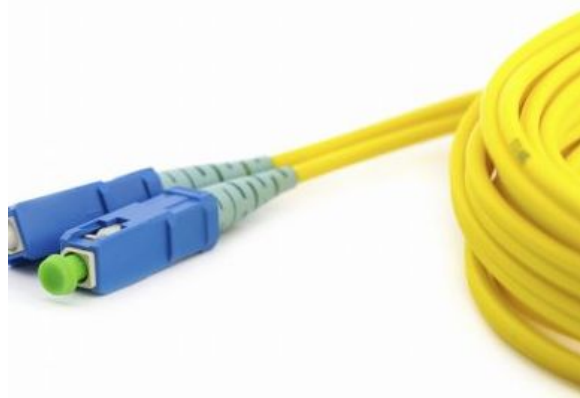


Home Communication Services - US - March 2016

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"The issues that face home TV, internet, phone, and security services are daunting. Pay TV service is on the decline with 25-34s, who are the least likely to subscribe, a trend indicative of the desirability of internet delivery of video in lieu of linear channels."

- Billy Hulkower, Senior Analyst, Technology and Media

This report looks at the following areas:

- Dangerous drops in subscription among 25-34s
- Loss of landlines leads to fewer bundles, more churn
- Internet growth hits pause as mobile becomes more competitive

Phone subscriptions declined 25% from 2010-15, as unlimited voice service approached universality among both prepaid and postpaid mobile phone service. Home security services are now challenged by the increasing ease of installing and monitoring cameras. As a result, internet service has been the focus of growth for the industry as a whole, and providers are capitalizing upon it by building out 1-gig (1 gigabit) service.

In the context of this rapidly changing environment, Mintel explores attitudes to internet service inclusive of interest in receiving the highest speeds of service, willingness to pay for them, and the entertainment habits that make them necessary. This Report also explores interest in changing service for internet, video, and phone service, as well as opportunities in forming new bundles of service with home security and cross-selling home services with wireless services.

This Report builds on analysis presented in Mintel's *Pay TV and Home Communications – US, March 2015* and *Pay TV and Home Communications – US, October 2014* and *Pay TV and Home Communications – US, October 2013*.

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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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