

Broadband, Mobile and TV Services - UK - 2023

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This report looks at the following areas:

- Use of broadband and mobile providers.
- What connected devices consumers have in the household.
- Attitudes towards pay-TV, broadband and mobile providers.
- The impact of cost-of-living crisis on pay-TV, mobile and broadband services.
- Factors driving the market for mobile, broadband and pay-TV customers in the UK.
- A market size and forecast for the mobile, broadband and pay-TV sectors in the UK.
- Launch activity and innovations happening in the UK telecoms space.
- Advertising spend of major broadband, mobile and pay-TV companies in the UK.

74% of mobile network users think it is important to stick to well-known mobile network service provider brands. MVNOs offer a value-driven way to access major networks and smaller operators must seize the opportunity presented by major operators' price hikes and target those who are looking for cheaper options.

As of December 2022, many consumers are considering downgrading their mobile and broadband services, to cheaper or slower options and 26% of pay-TV service users are looking to cancel their service. New price hikes announced in early 2023 will put a further strain on consumers who are facing budgetary challenges across all areas of their household spending.

Significant above-inflation price rises across telecoms services can inhibit the take-up of faster networks and dampen the upgrade cycle for newer handsets. This slowdown could mean the market sees a reversal of trends in recent years of consumers using more data and moving gradually to faster internet and mobile packages, such as 5G and full fibre.



“Consumers were already starting to feel the pinch of the cost of payments for telecoms services towards the back end of 2022, and with significant price rises coming in 2023, many will be considering downgrading telecoms services or cancelling pay-TV.”

– Joe Birch, Consumer Technology Analyst

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Despite the impact of price rises for telecoms services, now will be a crucial time for providers to push their converged dual and triple play services, as a cost-effective investment for consumers in their telecoms need. Major brands need to make the process as seamless and simple as possible for switching, and make incentives, such as free upgrades, a cornerstone of their pitch.

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