The Need for Speed: Broadband and Data Consumption

Description: The Need for Speed: Broadband and Data Consumption examines broadband services received by U.S. households, perception of broadband speed, and the impact of speed on churn and switching. The study covers reported speed, perception of speed, changes in the past 12 months, and planned changes over the next 12 months.

It breaks out these areas by operator, age/demographics, digital media use, device ownership, and other factors in order to assess uptake of very high speed broadband services.

Contents:

1. About the Research
2. Previous Research
   360 View: Entertainment Services in U.S. Broadband Households (Q3/15)
   Segmentation: VOD & OTT Usage (Q2/15)
   The Super Buyer: Characteristics of High ARPU Customers (Q4/14)
   Modern Broadband: Maximizing Retention and Revenues (Q4/14)
   Consumer Segmentation: OTT Video Buyers (Q4/14)
   Modern Broadband: Access and Value-added Services (Q3/13)
3. Key Findings
4. Industry Insight
5. Recommendations
6. Overview of Broadband Services:
   U.S. Broadband Service Adoption & Service ARPU (2010 - 2015)
   Broadband Service Providers (Q2/15)
   Broadband ARPU by Service Provider (Q2/15)
7. Broadband Speed:
   Broadband Service Speed (Q2/15)
   Broadband Service Speed by Provider (Q2/15)
   Perception of Broadband Service Speed (Q2/15)
   Perception of Service Speed by Broadband Service Speed (Q2/15)
   Perception of Broadband Service Speed by Provider (Q2/15)
   Perception of Broadband Service Speed by Age (Q2/15)
8. Broadband Speed and Service Changes:
   Changes to Broadband Service in Past 12 Months (Q2/15)
   Changes to Broadband Service in Past 12 Months by Provider (Q2/15)
   Recent Changes to Broadband Service by Perception of Broadband Speed (Q2/15)
   Changes to Broadband Service in Past 12 Months by Age (Q2/15)
   Changes to Broadband Service in Past 12 Months by Household Income (Q2/15)
   Changes to Broadband Service in Past 12 Months by Children at Home (Q2/15)
   Reason for Switching to a Different Broadband Service Provider (Q2/15)
   Reason for Switching to a Different Broadband Service Provider by Current Provider (Q2/15)
   Likelihood of Making Changes to Broadband Service (Q2/15)
   Likelihood of Making Changes to Broadband Service by Provider (Q2/15)
   Likelihood of Making Changes to Broadband Service by Perception of Broadband Speed (Q2/15)
   Likelihood of Making Changes to Broadband Service by Perception of Broadband Speed by Provider (Q2/15)
   Reason for Intending to Switch to a Different Broadband Service Provider (Q2/15)
Reason for Intending to Switch to a Different Broadband Service Provider by Provider (Q2/15)
Reason for Planning to Switch Broadband Service by Perception of Broadband Speed (Q2/15)

9. Digital Media Use & Connection Type:

Broadband Speed and Type of Internet Access (Q2/15)
Broadband Service Speed by Number of Hours Watching Internet Video on a TV Set (Q2/15)
Broadband Service Speed by Weekly Number of Hours Streaming Online Audio on a Computer (Q2/15)
Broadband Service Speed by Weekly Number of Hours of Playing Games on a Gaming Console (Q2/15)

10. Digital Media Use & Broadband Upgrades:

Likelihood of Upgrading Broadband Service by Connected In-Home Entertainment Device Ownership (Q2/15)
Intention to Upgrade Broadband Service by Broadband Speed and Number of Connected In-Home Entertainment Device Types (Q2/15)
Intention to Upgrade Broadband Service by Internet Video Viewing Platforms (Q2/15)
Intention to Upgrade Broadband Service by Broadband Speed and Watching Internet Video (Q2/15)
Likelihood of Upgrading Broadband Service by Weekly Number of Hours Viewing Internet Video Site/App Video on a Tablet (Q2/15)
Likelihood of Upgrading Broadband Service by Overall OTT Service Subscription (Q2/15)
Intention to Upgrade Broadband Service by Streaming Online Music Platform (Q2/15)
Intention to Upgrade Broadband Service by Playing Games (Q2/15)
Likelihood of Upgrading Broadband Service by Number of Gaming Hours on Gaming Consoles (Q2/15)
Intention to Upgrade Broadband Service by Broadband Speed and Frequency of Playing Games on a Gaming Console (Q2/15)

11. Demographics & Broadband Upgrades:

Likelihood of Upgrading Broadband Service by Age (Q2/15)
Likelihood of Upgrading Broadband Service by Children at Home (Q2/15)

Ordering:
Order Online - http://www.researchandmarkets.com/reports/3498462/
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>The Need for Speed: Broadband and Data Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/3498462/">http://www.researchandmarkets.com/reports/3498462/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCBRU7UZ</td>
</tr>
</tbody>
</table>

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td>USD 5000</td>
</tr>
<tr>
<td>Single User</td>
<td>USD 5000</td>
</tr>
<tr>
<td>Electronic (PDF)</td>
<td>USD 7500</td>
</tr>
<tr>
<td>Enteprise-wide</td>
<td>USD 7500</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

<table>
<thead>
<tr>
<th>Title:</th>
<th>Mr ☐ Mrs ☐ Dr ☐ Miss ☐ Ms ☐ Prof ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name:</td>
<td>_____________________________</td>
</tr>
<tr>
<td>Email Address: *</td>
<td>____________________________</td>
</tr>
<tr>
<td>Job Title:</td>
<td>______________________________</td>
</tr>
<tr>
<td>Organisation:</td>
<td>______________________________</td>
</tr>
<tr>
<td>Address:</td>
<td>______________________________</td>
</tr>
<tr>
<td>City:</td>
<td>______________________________</td>
</tr>
<tr>
<td>Postal / Zip Code:</td>
<td>____________________________</td>
</tr>
<tr>
<td>Country:</td>
<td>______________________________</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>______________________________</td>
</tr>
<tr>
<td>Fax Number:</td>
<td>______________________________</td>
</tr>
</tbody>
</table>

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: 

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World