

U.S. TV and Internet Providers: *Competing services for mobile consumers' TV time*

Market Study
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iGR

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Abstract

U.S. mobile consumers have a wide range of options when they want to watch video content both inside and outside of their home. No longer is 'TV' simply the channels provided by a cable or satellite TV provider, as a number of popular Internet video services, such as Netflix, YouTube, and WatchESPN, offer alternatives.

A significant number of U.S. mobile consumers no longer have a cable or satellite service, and *iGR* explores why they disconnected their service and how they 'watch TV' now. This market study also measures how likely other U.S. mobile consumers are to disconnect their TV service in the near future.

How do U.S. mobile consumers use their cable or satellite TV service and their Internet service to watch video and what is the impact of video OTT services? This market study provides data to answer these questions, such as which of the two services consumers use for various types of content, including series, news, talk shows and movies, where consumers watch video, and how often consumers watch video content.

As part of the analysis of the cable and satellite TV service and home Internet service used by U.S. mobile consumers, the study includes the Net Promoter® Scores that U.S. consumers gave their current providers. This market study is based on results from two online surveys, each with over 1,000 U.S. mobile consumers, that *iGR* fielded in March 2017.

Key questions addressed:

- Which cable or satellite TV service providers are used by U.S. mobile consumers?
- Which home Internet service providers are used by U.S. mobile consumers?
- What is the Net Promoter® Score for the top TV and home Internet service providers?
- What devices, from smartphones to Internet-enabled TVs, are used in U.S. consumer households?
- How do consumers watch video? What sources, such as cable TV or Internet OTT services, do they use for various types of content and how often do they watch?
- What percentage of consumers do not have a TV or home Internet service provider?
- Why have consumers disconnected their cable or satellite TV service?

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- How likely are consumers to disconnect their cable or satellite TV service in the future? Why might they do so?
- How do consumers' use of video services vary according to demographic variables, such as age, employment status, and education?

Who should read this report?

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

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