





U.S. Home Broadband Usage Forecast, 2022 – 2027: *High-quality video driving home usage*

A Market Study

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Abstract

Home broadband usage in the U.S. has increased continuously over the last decade as U.S. consumers have expanded their use of the Internet and now engage in many high usage activities, such as video chatting, video conferencing and video streaming services on a variety of devices on their home Wi-Fi networks.

This market study estimates the amount of data used over home broadband connections in U.S. households from 2022 to 2027.

Additionally, the forecast divides the data usage between video and non-video content. In addition to the five-year forecast, this market study discusses the home broadband usage behaviors of U.S. consumers, using results from iGR's June 2023 survey of over 1,000 U.S. mobile consumers.

Key questions addressed:

- What are the home broadband usage characteristics of U.S. consumers in iGR's survey? Specifically, what type of Internet connection, Wi-Fi, and devices do they use?
- Which broadband technologies are being used and what connection speeds are being provided to U.S. households?
- How many different Wi-Fi-enabled devices are typically used in a household?
- What activities do U.S. consumers engage in on their home broadband connection?
- What are the video usage habits of U.S. consumers?
- How much home broadband is used today by U.S. households, and how will this amount change over the five-year forecast period?
- How much home broadband is driven by video applications? How will video usage impact future home broadband usage?

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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