

# United States Consumer Multiplay and Broadband Services

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *United States Consumer Multiplay and Broadband Services* research tracks and projects the market opportunity for bundles and integrated services around broadband, video, voice, and wireless. The service analyzes the technological underpinnings of today's network infrastructure; anticipates emerging communications, multiscreen, and multimedia services; and examines the impact of wireless displacement on wireline services. Our analysis fuses supply and consumer demand for emerging services, providing actionable insight into service providers, consumer device and electronics manufacturers, and network technology vendors.

## Markets and Subjects Analyzed

- Broadband, voice, video, and wireless bundled services
- Evolving consumer voice (TDM, VoIP, and OTT) and fixed broadband services (cable modems, DSL, FTTx, and fixed wireless access) markets
- Wireless displacement of wireline services
- Service provider bundled services strategy and competitive positioning
- The digital home and consumer devices used to access content
- 5G/fixed wireless access analysis and assessment
- Online portal strategies
- Consumer tech support as a cable/telco service

## Core Research

- U.S. Consumer Fixed Broadband Services Forecast
- U.S. Bundled Services Forecast
- U.S. Residential Survey Analysis (consumer attitudes about bundling, broadband, voice, and WiFi services)
- U.S. Consumer Landline Voice Forecast
- Consumer Communications Market Share (quarterly broadband, voice, video, and wireless subscriptions share)

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [United States Consumer Multiplay and Broadband Services](#).

## Key Questions Answered

1. How will next-gen bundles that include home integration, home security, tech support, and internet video change service providers' bundling strategies?
2. As a consumer device vendor, how can I align my product planning with service providers' market strategies?
3. Does VoIP from Google and Skype pose a threat to landline or wireless? How many consumers will give up the home phone?
4. How should service providers model bandwidth requirements, quality of service (QoS), and other network capabilities to accommodate what consumers are doing online?
5. How will FCC regulation affect the cable/telco voice and broadband communications business?
6. What is the impact of wireless on consumer wireline services?

## Companies Analyzed

IDC's *United States Consumer Multiplay and Broadband Services* research reviews the strategies, market positioning, and future direction of key players in the consumer multiplay services market, including:

Altice, Amazon, Apple, AT&T, CenturyLink, Charter, Cisco, Comcast, Cox Communications, DISH, EchoStar, Frontier, Google, HP Inc., Intel, Mediacom, Microsoft, Motorola, Panasonic, Samsung, Siemens, Skype, Sprint, T-Mobile, Verizon, and Windstream.