

SYNOPSIS

The market dynamics for residential broadband in the US market are changing. As competition ramps up across the country, internet service providers face new questions around how to best attract and retain subscribers and grow additional revenue streams.

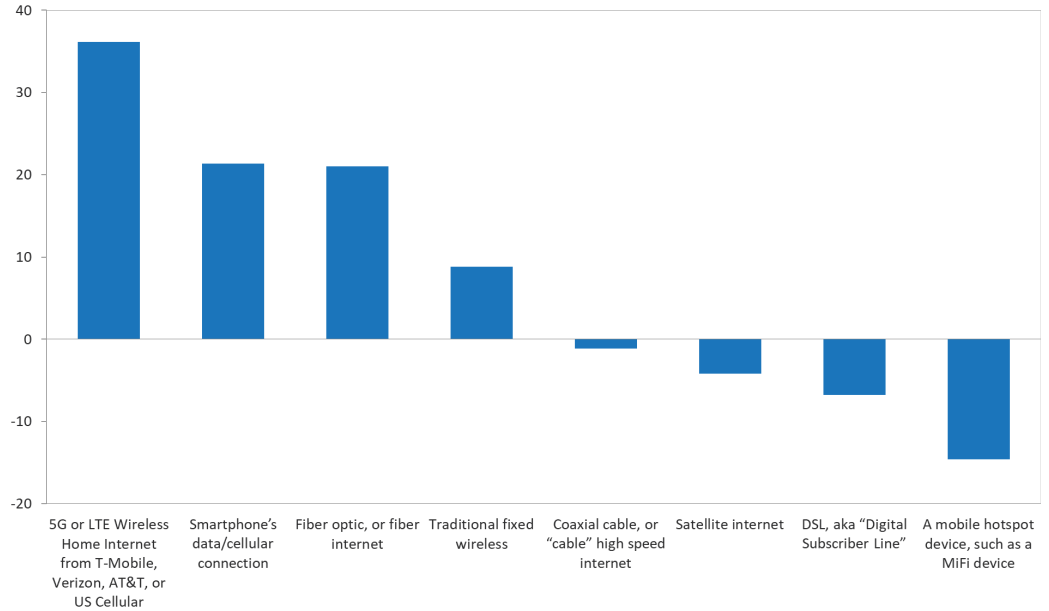
This research examines the impact of 5G home internet and fiber rollouts on the competitive landscape and quantifies the impact of the end of the Affordable Connectivity Program (ACP) on consumer decision-making. It investigates changing consumer attitudes and perceptions of service quality, willingness to pay for tested packages, and the consumer shopping journey.

Number of Slides: 70

AUTHORS

New Competition in Broadband: 5G Home Internet & Fiber

Net Promoter Scores (NPS) of Home Internet by Access Method



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Key questions addressed:

1. To what degree has the end of the ACP impacted consumer broadband adoption?
2. What consumer demand exists for low-cost broadband solutions?
3. How has consumer perception of 5G, fiber, and satellite evolved?
4. What new value-added service concepts are consumers interested in?
5. How do consumers find and evaluate prospective internet service providers?

“Changing customer expectations are impacting interest in service bundles, with more price-sensitive consumers willing to go without in the search for the best deal. It is likely that 2025 will see an intensification of these trends, especially if the Universal Service Fund is impacted.”

—Kristen Hanich, Director of Research, Parks Associates

Industry Analyst

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