PARKS ASSOCIATES Quantified Consumer

Opportunities in Network Convergence: Mobile, Fiber, FWA, Satellite

2026

SYNOPSIS

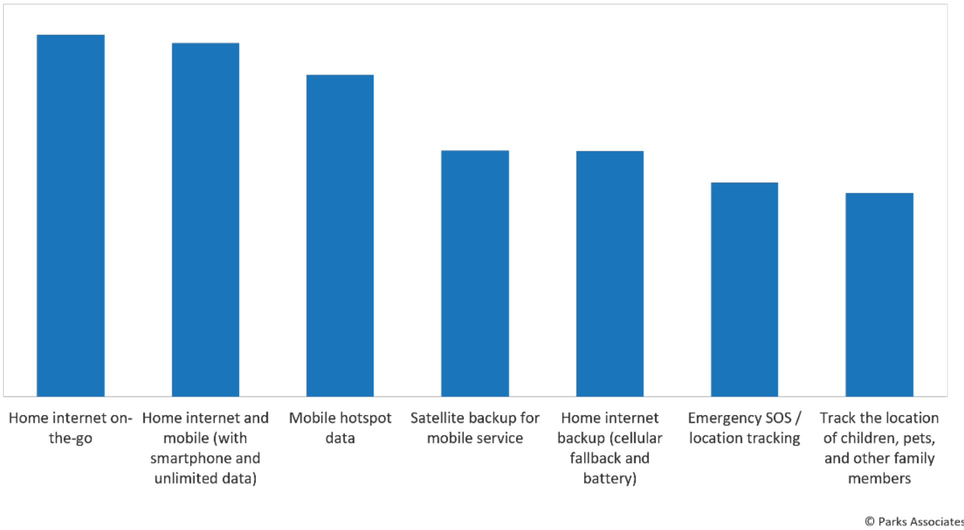
Consumers increasingly expect seamless, integrated connectivity. This study explores attitudes toward bundled and converged services—including home internet, mobile, and satellite offerings. It measures adoption, intent, and perceived value of cross-network packages and identifies key satisfaction and switching factors.

The research evaluates brand trust, perceived performance, and pricing expectations across network types to identify convergence models with the most consumer appeal. It includes breakouts for leading ISPs, mobile carriers, and home internet network access types.

Number of Slides: 61

Interest in Converged Use Cases

Among US Internet Households



Key questions addressed:

1. How do consumers perceive different network types such as fiber, coaxial cable, fixed wireless, DSL, and satellite? How does preference for network type intersect with expectations for speed and reliability expectations?
2. What is the impact of mobile and home internet bundles on NPS, customer acquisition, and customer retention, and what other high-value bundles are consumers looking for?
3. How does the addition of high-speed satellite services impact the rural broadband market?
4. What role does satellite-to-cell connectivity have to play in the mobile market? How valuable is this service to consumers?
5. What are the lifestyle packages that consumers are interested in, and which demographics express the most interest in these packages?

"Home internet will increasingly become commoditized as gigabit and multigigabit adoption accelerates. Continued service issues are elevating churn risk among internet subscribers. ISPs must address these challenges and offer valued services to their customers to retain and attract subscribers in this highly competitive market."

— Kristen Hanich, Research Director, Parks Associates

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Published by Parks Associates

Plano, Texas 75075

Printed in the United States of America.

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