

# Consumer Communications Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Consumer Communications Services* research tracks and projects the market opportunity for improving connectedness for consumers. It examines the interplay and bundling of broadband, video, voice, and wireless. The service analyzes the technological underpinnings of today's network infrastructure; anticipates emerging communications, multiscreen, and multimedia services; and analyzes the changing landscape of consumer broadband services including fixed wireless access and fiber deployments. Our analysis fuses supply and consumer demand for emerging services, providing actionable insight to communications service providers, network technology vendors, and consumer device and electronics manufacturers. Annual surveys on consumer preferences, adoption, and interests further shape the analysis and recommendations.

## Markets and Subjects Analyzed

- Consumer broadband, voice, video, and wireless bundled services
- Consumer broadband services including cable, fiber, DSL, and fixed wireless access with subscribers, ARPU, and revenue forecasts
- LTE and 5G fixed wireless access analysis and assessment of disruption to the fixed wired broadband service providers
- Migration of fixed to mobile services
- The changing dynamics in the consumer market as it relates to the future of connectedness
- The impact on service providers' bundled services strategy and competitive positioning as double- and triple-play subscribers decline
- The role of emerging managed home services as an evolution of cable and telco service bundles

## Core Research

- U.S. Consumer Communications Services Forecast (Broadband, Voice, Mobile, and Pay TV Services)
- U.S. Consumer Survey Analysis (Consumer Attitudes About Bundling, Broadband, Voice, and Mobile Services)
- The Role of Broadband and Mobile on the Strategic Positioning of Cable Companies
- U.S. Consumer Broadband Market Shares

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: [Consumer Communications Services](#).

## Key Questions Answered

1. How will next-gen bundles that include mobility, home automation, tech support, and internet video change service providers' bundling strategies?
2. How will fixed wireless services, such as 5G, disrupt the wired fixed broadband market? Who will be the winners? Will fixed wireless access become a key offering to rural and urban consumer households?
3. How should service providers model bandwidth requirements, quality of service (QoS), and other network capabilities to accommodate consumers' online activities?
4. How will FCC regulations affect the cable/telco voice and broadband communications business?
5. What role will mobile services play in the cable operators' portfolios, and what new services and bundles will this enable?
6. Will cable MVNOs disrupt the U.S. consumer mobile market?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the *Consumer Communications Services* market, including:

Altice USA, Amazon, Apple, AT&T, Charter Communications, Cisco, Comcast, Consolidated Communications, Cox Communications, DISH, Frontier, Google, HP Inc., IBM, Intel Corp., Lumen, Mediacom, Meta Platforms, Microsoft Corp., Samsung, Sparklight, T-Mobile, Verizon, Windstream, and WOW!