

**U.S. Home Broadband
& Wi-Fi Usage
Forecast, 2015-2020:
*Increasing Usage in
the Home***

Market Study
Third Quarter 2016





U.S. Home Broadband & Wi-Fi Usage Forecast, 2015-2020: *Increasing Usage in the Home*

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Published Third Quarter 2016
Version 1.0
Report Number: 03Q2016-10

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Abstract

Today's U.S. consumers expect a world in which they always have high-speed access to anything they want, whether it be music, video, or basic information. Internet and data access while both at home and on-the-go is inextricably woven into the personal, social and business fabric of modern life.

Home broadband usage in the U.S. is increasing, as U.S. consumers continue to adopt over-the-top video services, as well as engage in social networking, video chatting and other basic web activities on their home Wi-Fi networks. Home broadband usage is important to mobile operators and the mobile industry because it is a precursor to outside-the-home usage: if a user gets accustomed to streaming video and music over an in-home Wi-Fi network, then that user is likely to stream the same content when they step outside the home.

This market study estimates the amount of data used over home broadband connections in U.S. households. Additionally, the forecast divides the data usage into that provided by wired Ethernet or Wi-Fi, and it is also splits 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* May 2016 survey of over 1,000 U.S. mobile consumers.

Key questions addressed:

- How many U.S. households have broadband Internet service? How is this adoption rate related to age and income?
- Which broadband technologies are being used and what connection speeds are being provided to U.S. households?
- How much home broadband is used today by U.S. households, and how will this amount change over the five-year forecast period?
- How does usage compare between four quartiles of households that range from low-usage households to high-usage households?
- How much home broadband is driven by devices connected to a Wi-Fi network in U.S. households?
- How many different Wi-Fi-enabled devices are typically used in a household?
- How much home broadband is driven by video applications and non-video applications?
- What activities do U.S. consumers engage in on their home broadband connection?

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- Which over-the-top video and communication services are used by U.S. consumers?

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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