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New iGR study analyzes how U.S. mobile consumers use the services from their TV and Internet providers

Study provides Net Promoter® Scores of providers and also discusses the number of mobile consumers who have disconnected TV service

AUSTIN, Texas, June 8th, 2017 – U.S. mobile consumers have a wide range of options when they want to watch video content both inside and outside of their home. No longer is ‘TV’ simply the channels provided by a cable or satellite TV provider, as a number of popular Internet video services, such as Netflix, YouTube, and WatchESPN, offer alternatives.

A significant number of U.S. mobile consumers no longer have a cable or satellite service, and iGR, a market research consultancy focused on the wireless and mobile industry, has released a new market study that explores why they disconnected their service and how they ‘watch TV’ now. The study also measures how likely other U.S. mobile consumers are to disconnect their TV service in the near future.

This market study also provides information regarding how U.S. mobile consumers use their cable or satellite TV service and their Internet service to watch video and the impact of video OTT services. It includes data, such as which of the two services consumers use for various types of content, including series, news, talk shows and movies, where consumers watch video, and how often consumers watch video content. As part of the analysis of the cable and satellite TV service and home Internet service used by U.S. mobile consumers, the study includes the Net Promoter® Scores that U.S. consumers gave their current providers.

"We wanted to understand how U.S. mobile consumers use their cable/satellite TV service and their home Internet service to watch video," said Iain Gillott, president and founder of iGR. "One thing we found was that the many video services provided on the Internet are meeting the needs of mobile consumers for some types of video content more than for others."

iGR's new market study, [*U.S. TV and Internet Providers: Competing services for mobile consumers' TV time*](#) includes information about the cable/satellite TV and home Internet providers used by U.S. mobile consumers, including their Net Promoter® Scores and consumers' likelihood to disconnect TV service. The report also includes data regarding the frequency, location and sources of mobile

consumers' video watching. The data in the study is based on a web-based survey of more than 1,000 U.S. mobile consumers that *iGR* fielded in March 2017.

The following key questions are addressed in the new market study:

- Which cable or satellite TV service providers are used by U.S. mobile consumers?
- Which home Internet service providers are used by U.S. mobile consumers?
- What is the Net Promoter® Score for the top TV and home Internet service providers?
- What devices, from smartphones to Internet-enabled TVs, are used in U.S. consumer households?
- How do consumers watch video? What sources, such as cable TV or Internet OTT services, do they use for various types of content and how often do they watch?
- What percentage of consumers do not have a TV or home Internet service provider?
- Why have consumers disconnected their cable or satellite TV service?
- How likely are consumers to disconnect their cable or satellite TV service in the future? Why might they do so?
- How do consumers' use of video services vary according to demographic variables, such as age, employment status, and education?

The information in this market study will be valuable for:

- Mobile operators
- Cable MSOs and other fixed broadband providers
- Device OEMs
- Content providers and distributors
- Financial analysts and investors.

The new report can be [purchased](#) and downloaded directly from *iGR*'s website at www.igr-inc.com.

About *iGR*

iGR is a market strategy consultancy focused on the wireless and mobile communications industry. Founded by Iain Gillott, one of the wireless industry's leading analysts, in late 2000 as *iGillottResearch*, *iGR* is now in its seventeenth year of operation. *iGR* continuously researches emerging and existent technologies, technology industries, and consumer markets. We use our detailed research to offer a range of services to help companies improve their position in the marketplace, clearly define their future direction, and ultimately improve their bottom line.

iGR researches a range of wireless and mobile products and technologies, including: smartphones; tablets; mobile wearable devices; connected cars; mobile applications; bandwidth demand and use; small cell and het-net architectures; mobile EPC and RAN virtualization; DAS; LTE; VoLTE; IMS; NFC; GSM/GPRS/UMTS/HSPA; CDMA 1x/EV-DO; iDEN; SIP; macro-, pico- and femtocells; mobile backhaul; WiFi and WiFi offload; and SIM and UICC.

A more complete profile of the company can be found at www.igr-inc.com.