

Broadband, Bundling and Pricing Intelligence Service

Part of the Digital Consumer Services Service Area Package

Global, in-depth coverage of tariff innovation, bundling, and broadband monetization. Key trends tracked include 5G consumer pricing models and pricing, next-generation access go-to-market strategy, and new generation fixed bundles.

“ How to price and bundle 5G and super-fast broadband alongside new enriched services, such as AR, VR and cloud-gaming, is crucial to unlocking the up-sale of consumers to more expensive plans with higher speeds. ”

Nicole McCormick
Practice Leader

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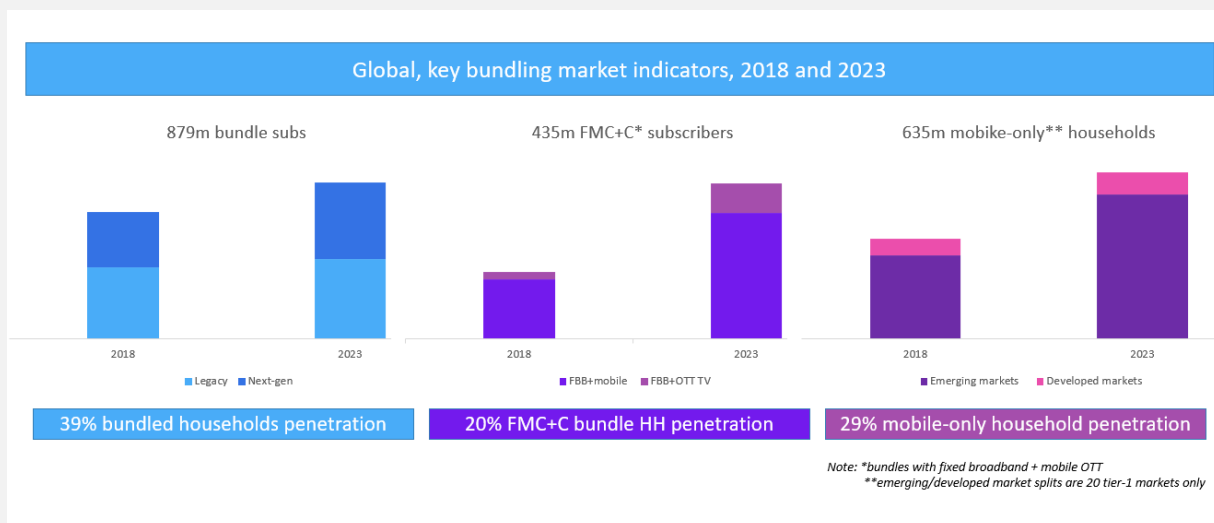
The global bundling potential will be a 900 million customer opportunity

HOW OMDIA HELPS YOU

- Size the markets for next-gen access, fixed bundles, mobile-only and convergent consumers
- Identify new pricing models, including for 4G and 5G, and bundles
- Understand the latest strategies for upselling
- Leverage surveys and forecasts to better understand what the new consumer values and is willing to pay for

KEY QUESTIONS ADDRESSED

- How are mobile pricing models evolving with 5G?
- Why do not all operators bundle 5G rich services, as part of a `Differentiate` strategy?
- How can service providers monetize their next-generation access investments?
- How has the fixed bundle moved beyond legacy services?
- What is the size of the fixed bundling market, and which bundles will emerge on top?
- Has mobile and fixed bundle tariff innovation slowed the decline in plan pricing?
- Does 5G fixed-wireless offer a wireline upgrade opportunity?
- How big will the `mobile-only` consumer segment get?



Broadband, Bundling and Pricing: Our Expert Analysts



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Broadband, Bundling and Pricing: Deliverables



MARKET DATA

—Quarterly / biannually—

- Innovative pricing trackers
- Consumer demand forecasts



SURVEYS

—Annual—

5G, Fixed and Mobile Bundling, and the Mobile-only Consumer



REPORTS

—Ongoing—

5G Consumer Broadband Pricing
Next-generation access go-to-market strategy



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on 4G, 5G and bundling monetization, in the form of opinions, client presentations, and in-depth reports



MARKET FORECASTS

—Annual—

Bi-annual consumer mobile subscribers and revenue. Yearly 5-year forecasts on fixed bundling, and the mobile-only consumer



ANALYST ACCESS

—Ongoing—

For prompt email and phone responses to urgent questions on related research and breaking trends.

Broadband, Bundling and Pricing: Market Data

5G Consumer Broadband Pricing Tracker

Tracks worldwide 5G plan details in the quarter they launch, including qualitative and quantitative data.

DETAILS

Frequency: Quarterly

Measures

- Plan type
- Price
- Voice/SMS/data
- OTT and VAS
- 5G rich services
- Data overage & roaming

Regions

- Worldwide

COVERAGE

5G dataset

- Type (prepaid/postpaid, smartphone-plans only)

Broadband Pricing Interactive Tracker

Mobile and fixed bundling plan type and inclusions for Omdia's Top 20 Tier 1 countries

DETAILS

Frequency: Annual

Measures

- Plan/bundle type
- Price
- Voice/SMS/data/pay TV
- OTT and VAS
- Data overage & roaming

Regions

- North America (US, Canada)
- Europe (France, Germany, Italy, Russia, Spain, UK)
- Middle East (Saudi Arabia, Turkey)
- Africa (South Africa, Nigeria)
- Asia and the Pacific (Australia, China, India, Indonesia, Japan, Korea)
- Latin America (Mexico, Brazil)

COVERAGE

Mobile dataset

- Type (4G/5G, prepaid/postpaid, plan or add-on, handset/non-handset)

Fixed dataset

- Type (dual-, triple-, or quad play)

Broadband, Bundling and Pricing: Market Data

Broadband Bundle Subscription Forecast

This is a forecast of fixed broadband-centric bundled subscriptions.

DETAILS

Frequency: Annual

Measures

- Bundled subscriptions
- Main bundle combinations
- Bundles with fixed voice
- Bundles with OTT video
- Bundles with mobile
- Bundles with pay TV

Regions

- Omdia's 67 tier 1 countries

COVERAGE

Dataset

- Type (dual-, triple-, or quad play; next-generation bundles, including fixed broadband with mobile)

Mobile-Only and Converged Broadband Forecast

in 2020, we will forecast the total internet access view, including the 'mobile-only' consumer, those with fixed mobile bundles, and those that take fixed and mobile but not in a bundle.

DETAILS

Frequency: Annual

Measures

- Mobile-only
- Fixed-mobile bundlers
- Fixed-mobile non-bundlers

Regions

- North America (US, Canada)
- Europe (France, Germany, Italy, Russia, Spain, UK)
- Middle East (Saudi Arabia, Turkey)
- Africa (South Africa, Nigeria)
- Asia and the Pacific (Australia, China, India, Indonesia, Japan, Korea)
- Latin America (Mexico, Brazil)

COVERAGE

Dataset

- Type (households by mobile-only, fixed-mobile bundles, non-bundlers with fixed and mobile)

Broadband, Bundling and Pricing: Market Data

Consumer Broadband Forecasts

Forecasts consumer demand for broadband access services by technology and speed

DETAILS

Frequency: Biannual

Measures

- Consumer broadband subscriptions
 - By technology (xDSL, FTTP, cable, FWA, other)
 - By speed tier
 - By average download speed
- Household penetration
 - By technology
 - By speed tier
- Consumer broadband revenues

Regions

- Omdia's 67 tier 1 countries

COVERAGE

Dataset

- Type (subscriptions, household penetration, revenues)

Broadband, Bundling and Pricing: 2020 Research Themes

Innovating with 5G Pricing

Reports, trackers and case studies outline service provider pricing strategy for 5G

The move to 4G saw little tariff innovation. The launch of 5G will require CSPs to undertake a more fundamental review of how they charge for data. Evolving tariffs for consumers around network speeds, greater data allowances, lower latency, and new super-charged video services will become more important with 5G. Ovum will assess how early adopters are meeting this challenge, and what the 5G pricing outlook will be for the next five years.

Monetizing Ultra-Fast Broadband

Case studies and go to market strategy reports for monetizing ultra=highspeed broadband services

While 10Gbps services are available in a growing number of markets, many more operators are grappling with how to migrate customers from 100Mbps to 1Gbps. Ovum will identify the key lessons learned by operators who took the lead in offering 1Gbps services. What happened to premiums over time? What's the best way to market and monetize 1Gbps? Is it better to be an early adopter or a fast-follower? Ovum will answer all these questions and more in 2019.

Related Content: Digital Consumer Services Service Area Coverage



Service Area Package: Digital Consumer Services

Broadband, Bundling & Pricing
Intelligence Service

Smart Home
Intelligence Service

Advanced Messaging &
Communications Intelligence Service

Digital Consumer Platforms
Intelligence Service

Digital Consumer Operator Strategy
Intelligence Service

Consumer AI
Intelligence Service

Digital Consumer Services Viewpoint Service

Broadband Pricing
Spotlight Service

About Omdia's Digital Consumer Services Research

Omdia provides expert analysis and data across Digital Consumer Services with unique coverage of service providers', over the top players', and major tech platforms' activity in this space. We can help identify which markets and offerings are driving growth in Digital Consumer Services, understand the strategies of key competitors and customers, and assess the impact of this rapidly evolving market across different businesses.

Our global team of analysts provides expertise on service provider and tech company strategy across Digital Consumer services including: broadband and bundling, messaging and communications, consumer platform strategies, digital operator services, app ecosystems, payments and commerce, smart home, and consumer AI.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.