

## Bundled Communications Services - UK - January 2014

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*"Mintel's research shows that quad-play customers tend to pay less per month than triple-play customers – this lower cost may be a useful way of attracting customers, with the small losses involved in the lowered monthly payment covered by the customer's higher probability of staying with the company for longer."*

– Samuel Gee, Senior Technology Analyst

### This report looks at the following areas:

- How viable are traditional strategies of reducing churn?
- Will superfast take-up improve?
- How important is a modular offering?
- What is the future of line rental fees?

The UK market for telecommunications products and services tends to be perceived as a slow moving one, with little churn between the largest competitors. However, small ripples of change have appeared in 2013 with the unexpected success of TalkTalk's TV proposition and the manoeuvring of Sky and Virgin to accommodate the growing popularity of inexpensive over the top (OTT) streamed TV offerings. The continuing growth of internet TV, smart television sets, fibre-optic broadband and mobile device ownership represent a raft of opportunities to be seized and challenges to be met over 2014.

This report looks at the size of the bundled telecommunications market, forecasting sales over the next five years, as well as documenting the types of bundles owned by consumers, the type of internet in consumer bundles and how much is typically paid for bundles by consumers, the most desired telecoms service in consumer bundles and consumer attitudes towards bundled communication products.

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