

### Americans Love Streaming TV Services but Can't Give Up 'Destination Television,' J.D. Power Finds

#### Over-the-Top Streaming Services Gain in Customer Satisfaction, but Regularly Scheduled Program Viewing Continues to Rise

**COSTA MESA, Calif.: 28 Sept. 2017** — Pay-TV subscribers in the United States are growing increasingly satisfied with over-the-top streaming TV services vs. traditional cable TV, but they also are spending nearly an hour more a week watching regularly scheduled television programming than they did two years ago. That increasingly complex consumer relationship with streaming and cable television is explored in detail in a trio of J.D. Power studies released today.

The related studies are the J.D. Power 2017 U.S. Residential Television Service Provider Satisfaction Study<sup>SM</sup>; the J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>; and the J.D. Power 2017 U.S. Residential Telephone Service Provider Satisfaction Study.<sup>SM</sup>

"Although it seems like the world is consumed with idea of cord-cutting in the wake of Hulu's first Emmy and the proliferation of new shows on Netflix and Amazon, the number of current pay-TV customers who plan to cut the cord has actually declined, and the number of hours spent watching old-fashioned, time-slot television is growing," said **Peter Cunningham, Technology, Media, and Telecommunications Practice Lead at J.D. Power**. "We're seeing a trend toward the co-existence of traditional and alternative service providers, with each offering some lessons to the other on how best to drive an increase in customer satisfaction."

Following are some of the key findings of the study:

- **Streaming services make gains as traditional TV declines:** Customer satisfaction with the overall streaming video service experience (7.91 on a 10-point scale) and performance and reliability (7.97) has slightly improved year over year. Conversely, overall satisfaction with traditional pay-TV services has fallen to 710 this year (on a 1,000-point scale) from 724 last year.
- **Destination TV viewing reaches three-year high:** Despite growing satisfaction with streaming video services and widespread use of DVR and video on-demand, the number of hours spent watching regularly scheduled television programs has increased by nearly an hour between 2015 and 2017. In a typical week, households have spent an average of 17.4 hours watching regularly schedule programming this year, up from 16.6 in 2015.
- **Percentage of likely cord-cutters declines slightly:** The percentage of customers who say they plan to cut the cord on pay-TV during the next 12 months has declined to 8% this year from 9% in 2016.
- **Mobile app adoption low, but satisfaction high among early adopters:** Nearly two-thirds (65%) of pay-TV customers never watch content from their provider via mobile app, and only 6% say they

watch via mobile on a daily basis. However, overall satisfaction with pay-TV providers increases as the frequency that customers use a mobile app to watch their provider's content increases.

- **Billing errors present challenge and opportunity:** Though the incidence of billing errors has steadily decreased over the past five years, hidden fees continue to be the most common billing error by a large margin. Provider efforts to address this have paid off. Billing satisfaction among customers who experienced a billing error and are given an automatic credit or refund slightly exceeds that among customers who did not experience any billing errors (768 vs. 760, respectively).

## Provider Rankings

### Residential Internet Service Provider Satisfaction Study

- **Verizon** ranks highest in the East region (737); **AT&T/DIRECTV** ranks highest in the North Central region (699); **Charter Spectrum** ranks highest in the South region (717); and **Cox Communications** ranks highest in the West region (706).

### Residential Telephone Service Provider Satisfaction Study

- **Verizon** ranks highest in the East region (757); **AT&T/DIRECTV** ranks highest in the North Central region (733) and South region (742); and **Cox Communications** ranks highest in the West region (734).

### Residential Television Service Provider Satisfaction Study

- **AT&T/DIRECTV** performs highest in overall satisfaction in the national segment with a score of 731. Due to small market share, **Verizon** was not eligible for the national segment but does rank highest in the East region (755). **DISH Network** ranks highest in the North Central region (722) and South region (740). **AT&T/DIRECTV** ranks highest in the West region (726).

The annual wireline studies, now in their 16th year, evaluate residential customers' experiences with TV, internet and phone services in four geographical regions: East, South, North Central and West. The ISP and telephone studies measure customer satisfaction across five factors: network performance and reliability; cost of service; billing; communication; and customer service. The TV study measures satisfaction in those same five factors plus a sixth: programming.

The 2017 U.S. wireline studies are based on responses from 27,415 customers nationwide who evaluated their cable/satellite TV, high-speed internet and telephone service providers. The studies were fielded in four waves: November 2016, January-February 2017, April-May 2017 and July 2017.

For more information about the 2017 U.S. wireline studies, visit <http://www.jdpower.com/resource/us-residential-internet-service-provider-customer-satisfaction-study>, <http://www.jdpower.com/resource/jd-power-residential-telephone-customer-satisfaction-study> or <http://www.jdpower.com/resource/us-residential-television-customer-satisfaction-study>.

See the online press release at <http://www.jdpower.com/pr-id/2017168>.

**J.D. Power** is a global leader in consumer insights, advisory services and data and analytics. These capabilities enable J.D. Power to help its clients drive customer satisfaction, growth and profitability.

Established in 1968, J.D. Power is headquartered in Costa Mesa, Calif., and has offices serving North/South America, Asia Pacific and Europe. J.D. Power is a portfolio company of XIO Group, a global alternative investments and private equity firm headquartered in London, and is led by its four founders: Athene Li, Joseph Pacini, Murphy Qiao and Carsten Geyer.

**Media Relations Contacts**

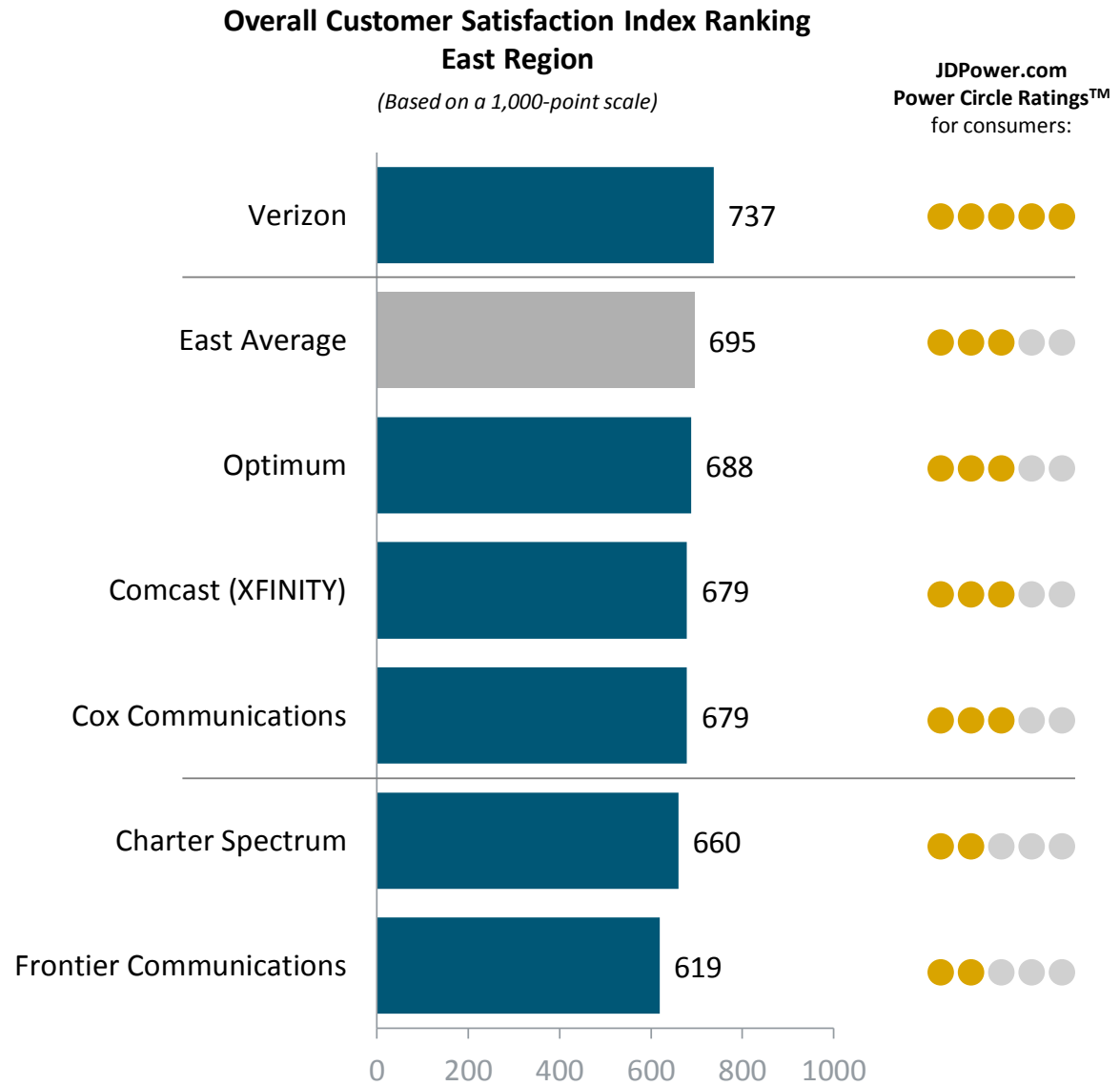
Geno Effler; Costa Mesa, Calif.; 714-621-6224; [media.relations@jdpa.com](mailto:media.relations@jdpa.com)  
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**About J.D. Power and Advertising/Promotional Rules** [www.jdpower.com/about-us/press-release-info](http://www.jdpower.com/about-us/press-release-info)

# # #

NOTE: Fourteen charts follow.

# J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>



*Note: Included in the East Region are Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia and West Virginia*

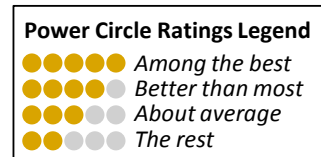
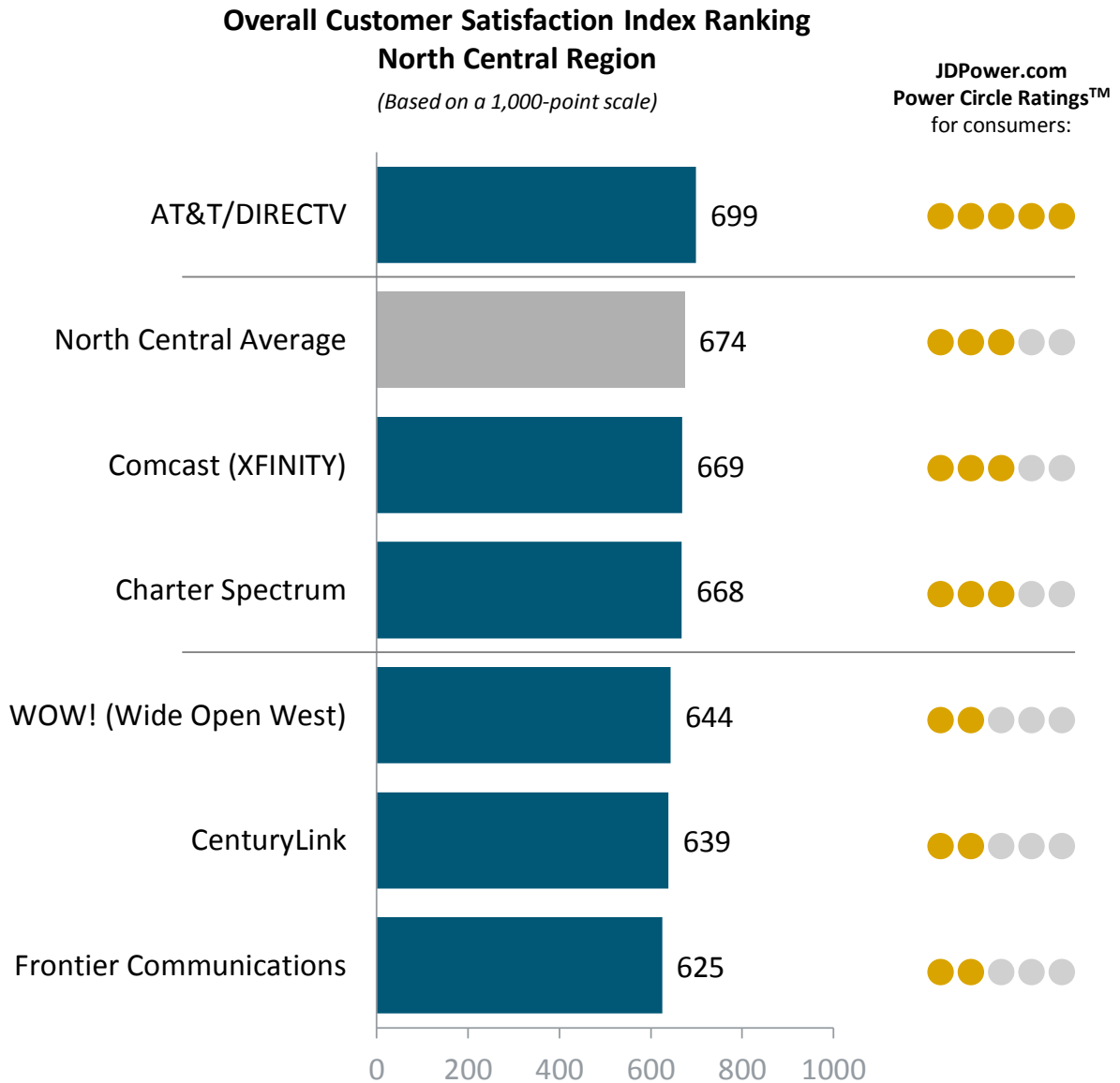
*Source: J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>*

**Power Circle Ratings Legend**

- Among the best
- Better than most
- About average
- The rest

*Charts and graphs extracted from this press release for use by the media must be accompanied by a statement identifying J.D. Power as the publisher and the study from which it originated as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this release or J.D. Power survey results without the express prior written consent of J.D. Power.*

# J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

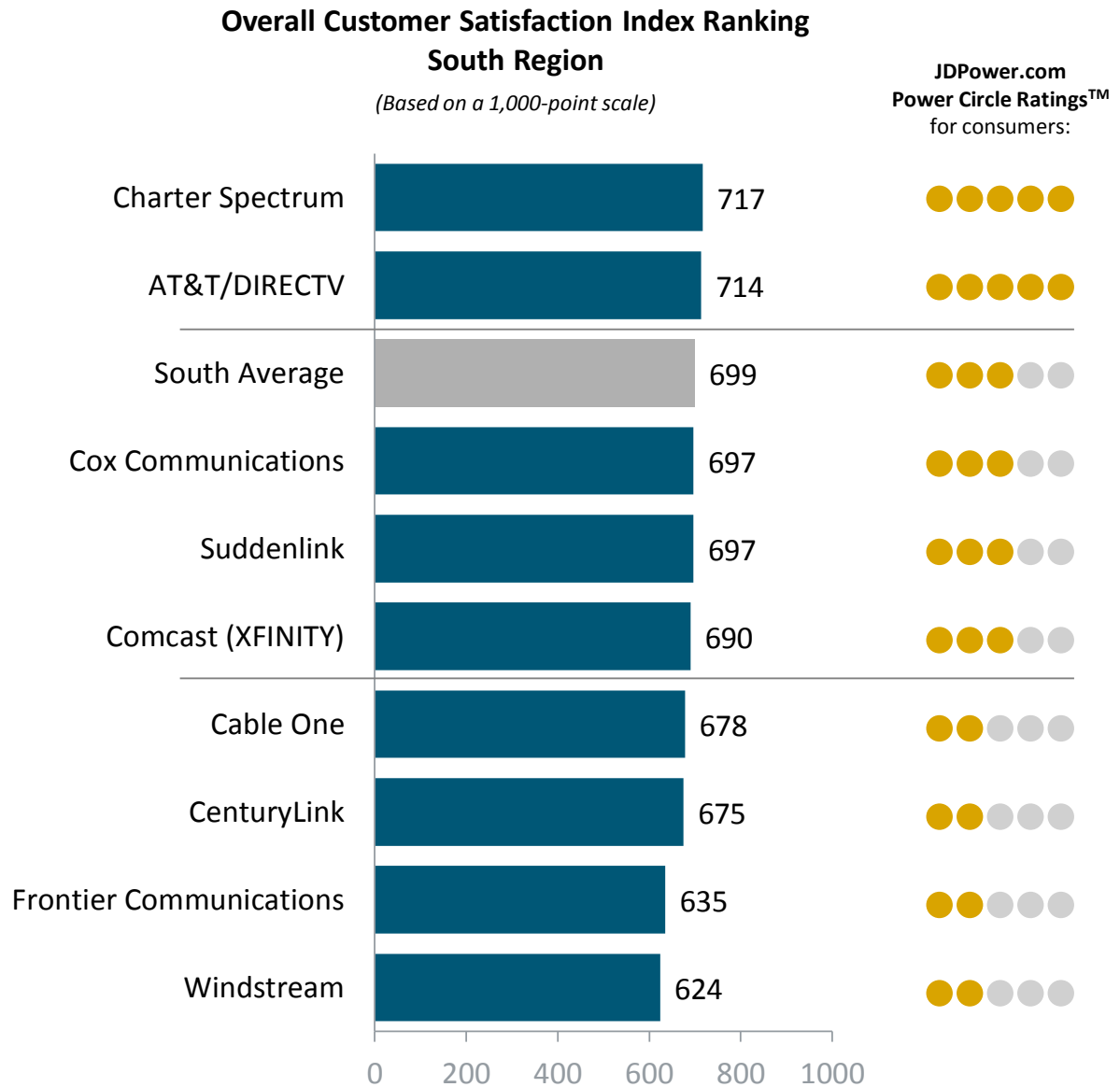


Note: Included in the North Central Region are Illinois, Indiana, Michigan, Ohio and Wisconsin

Source: J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>

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# J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>



Note: Included in the South Region are Alabama, Arkansas, Florida, Georgia, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee and Texas

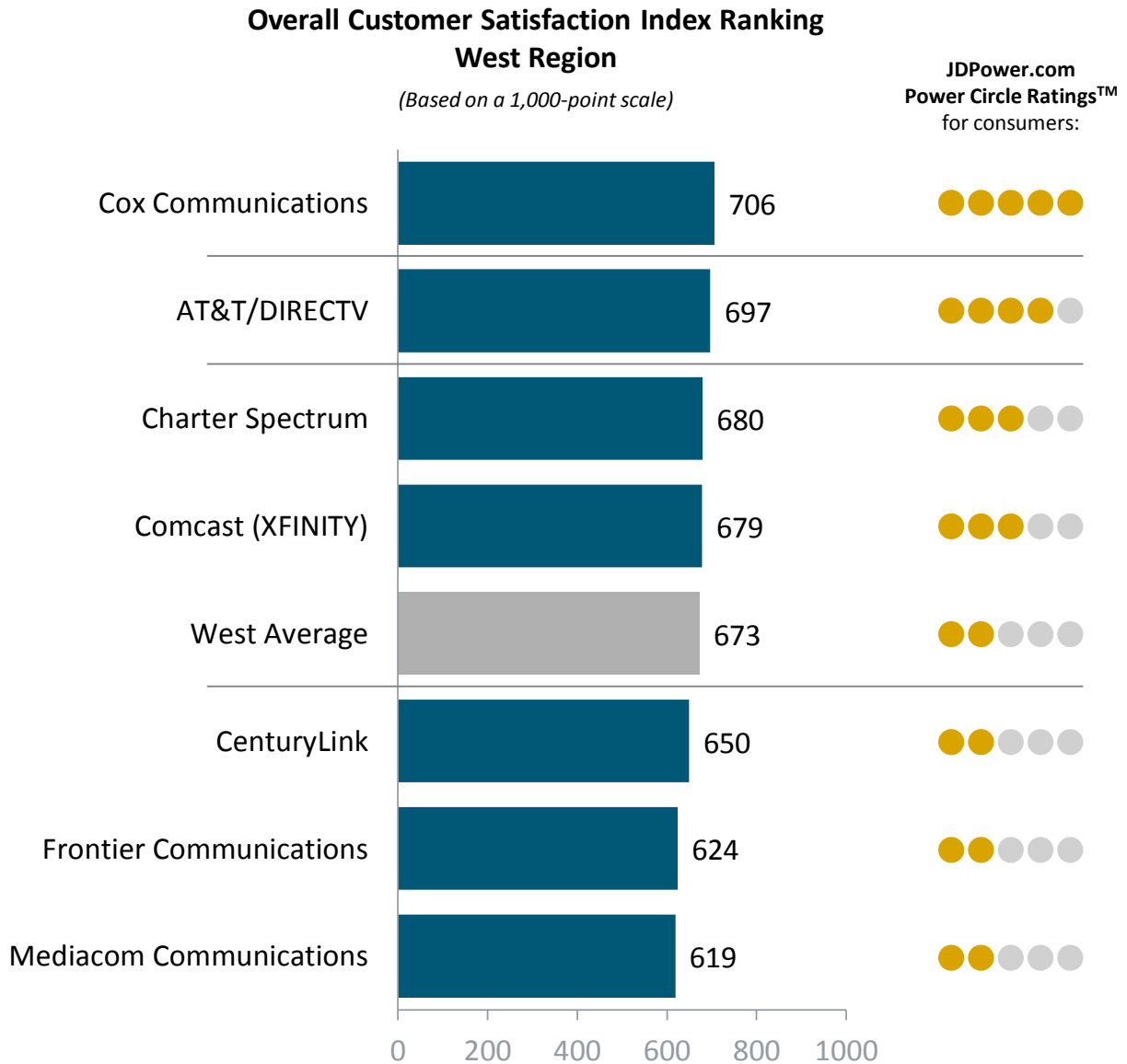
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# J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>



*Note: Included in the West Region are Arizona, California, Colorado, Idaho, Iowa, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming*

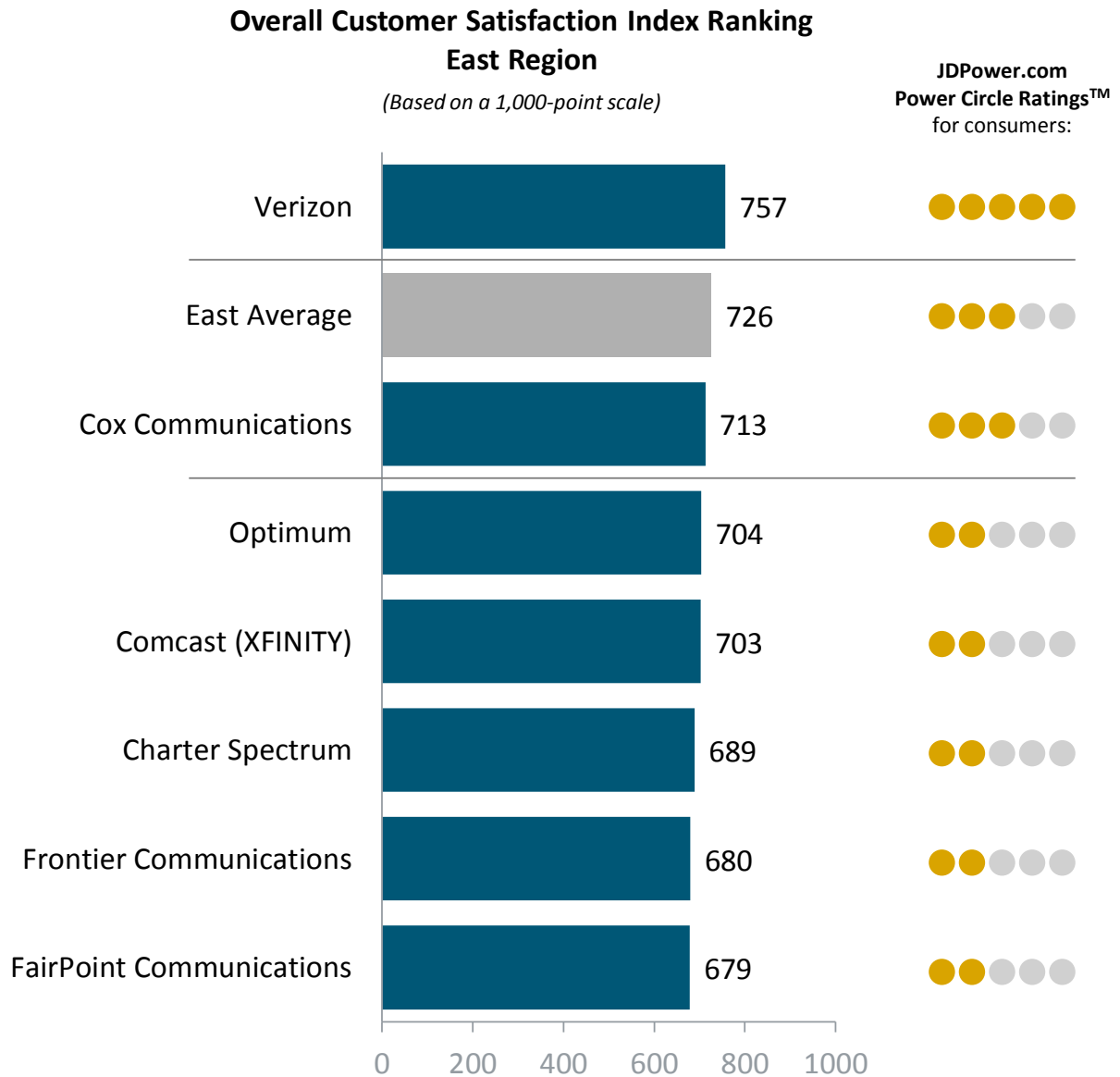
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# J.D. Power 2017 U.S. Residential Telephone Service Provider Satisfaction Study<sup>SM</sup>



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*Source: J.D. Power 2017 U.S. Residential Telephone Service Provider Satisfaction Study<sup>SM</sup>*

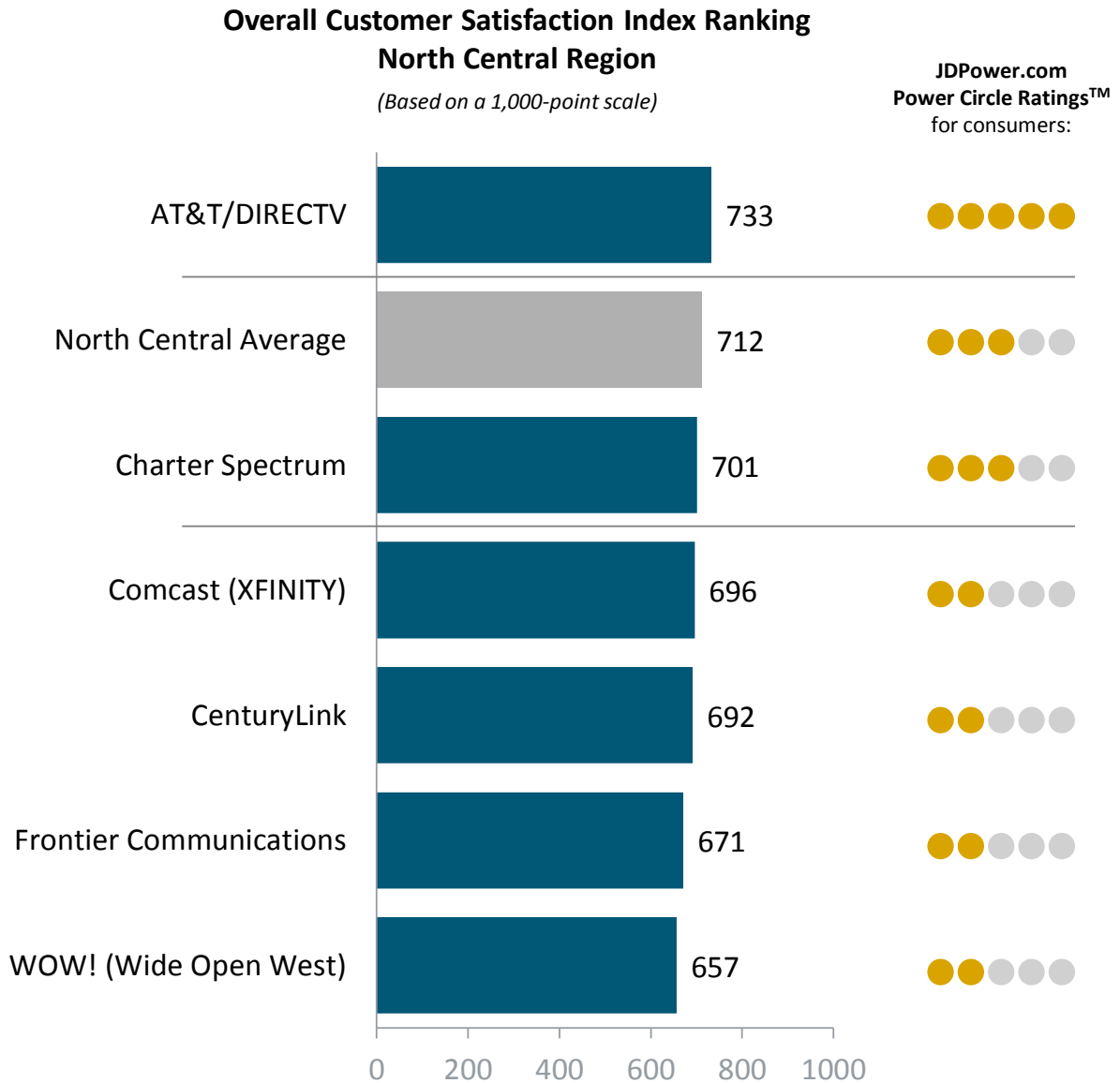
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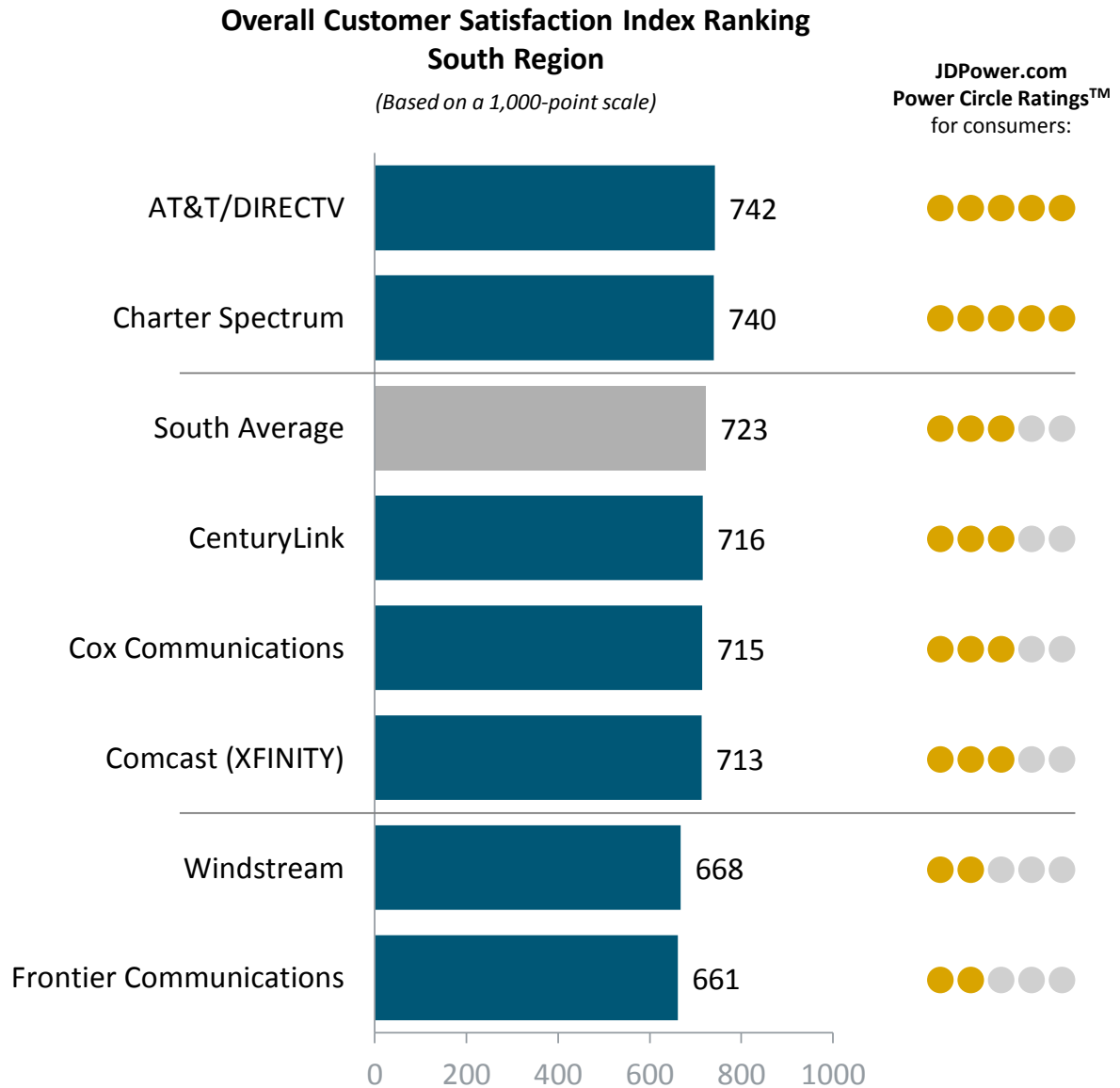
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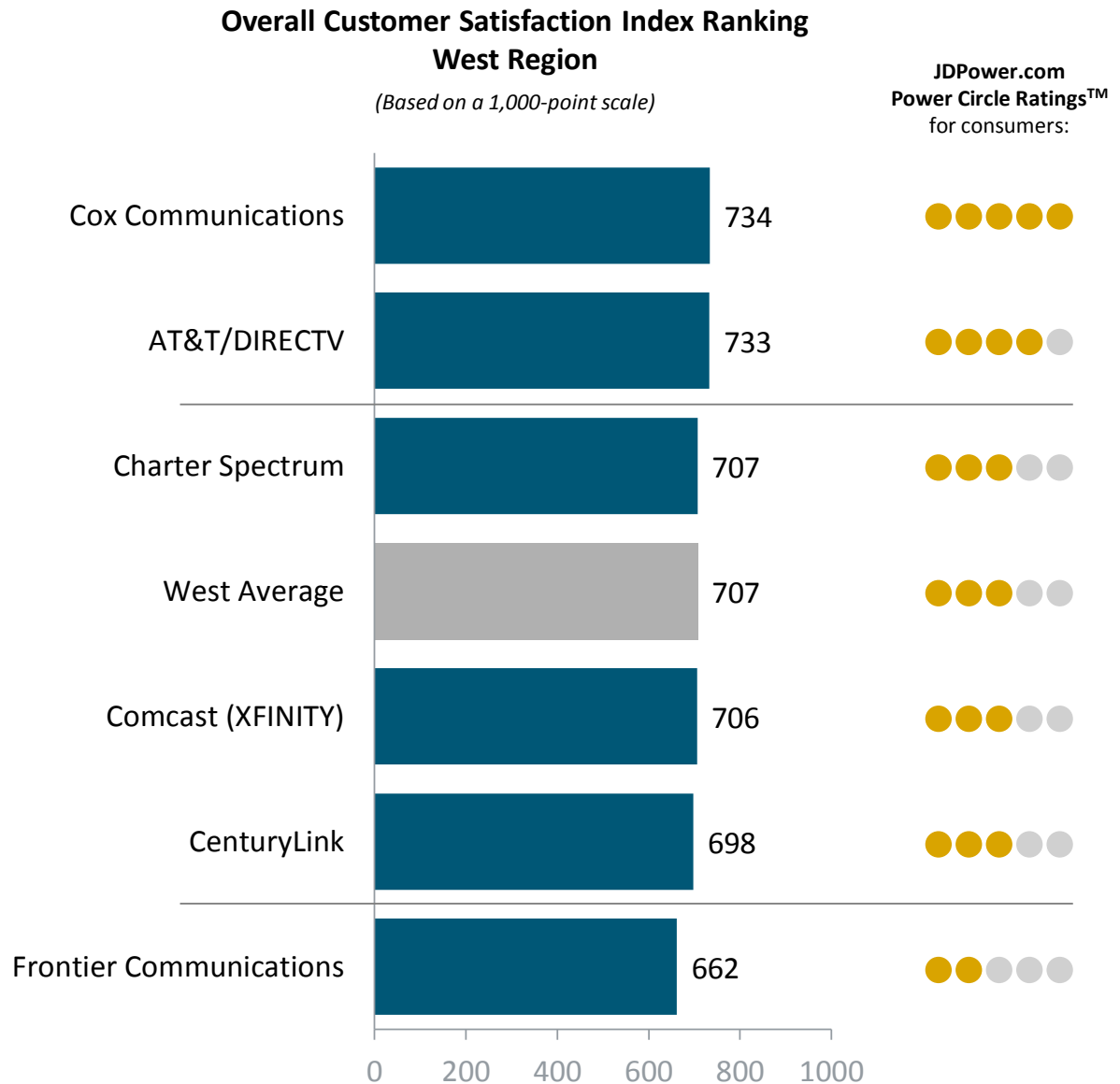
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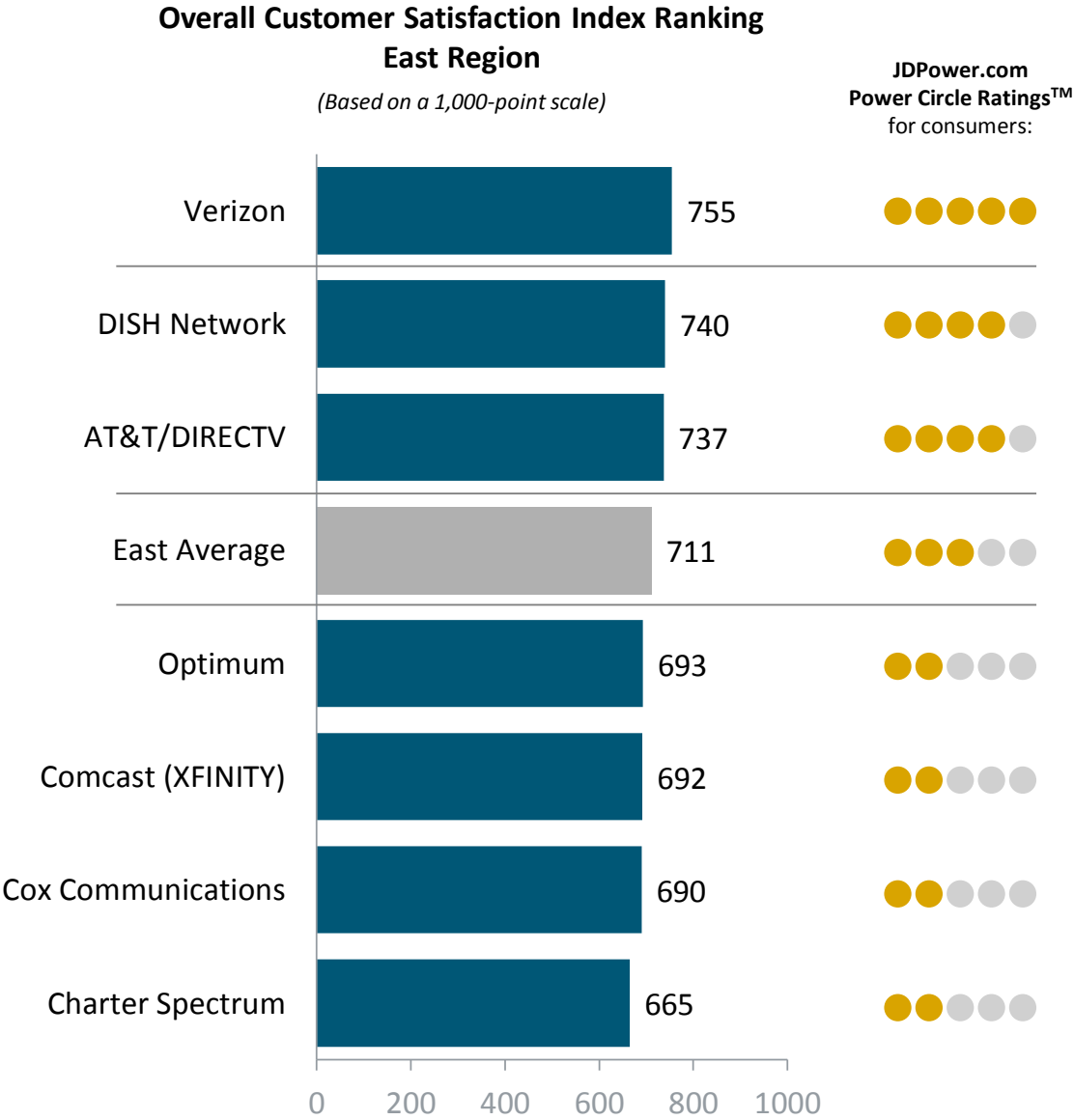
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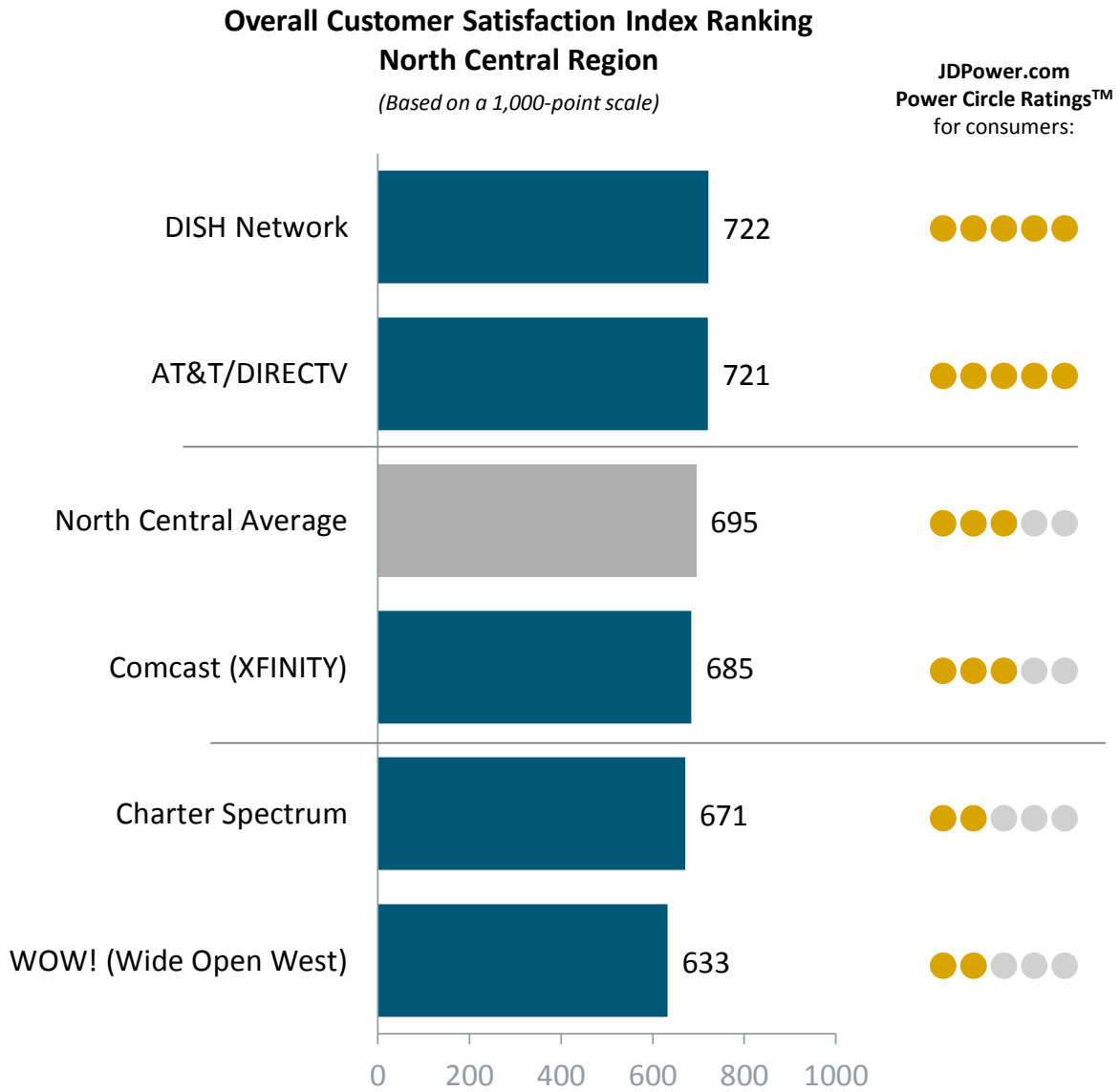
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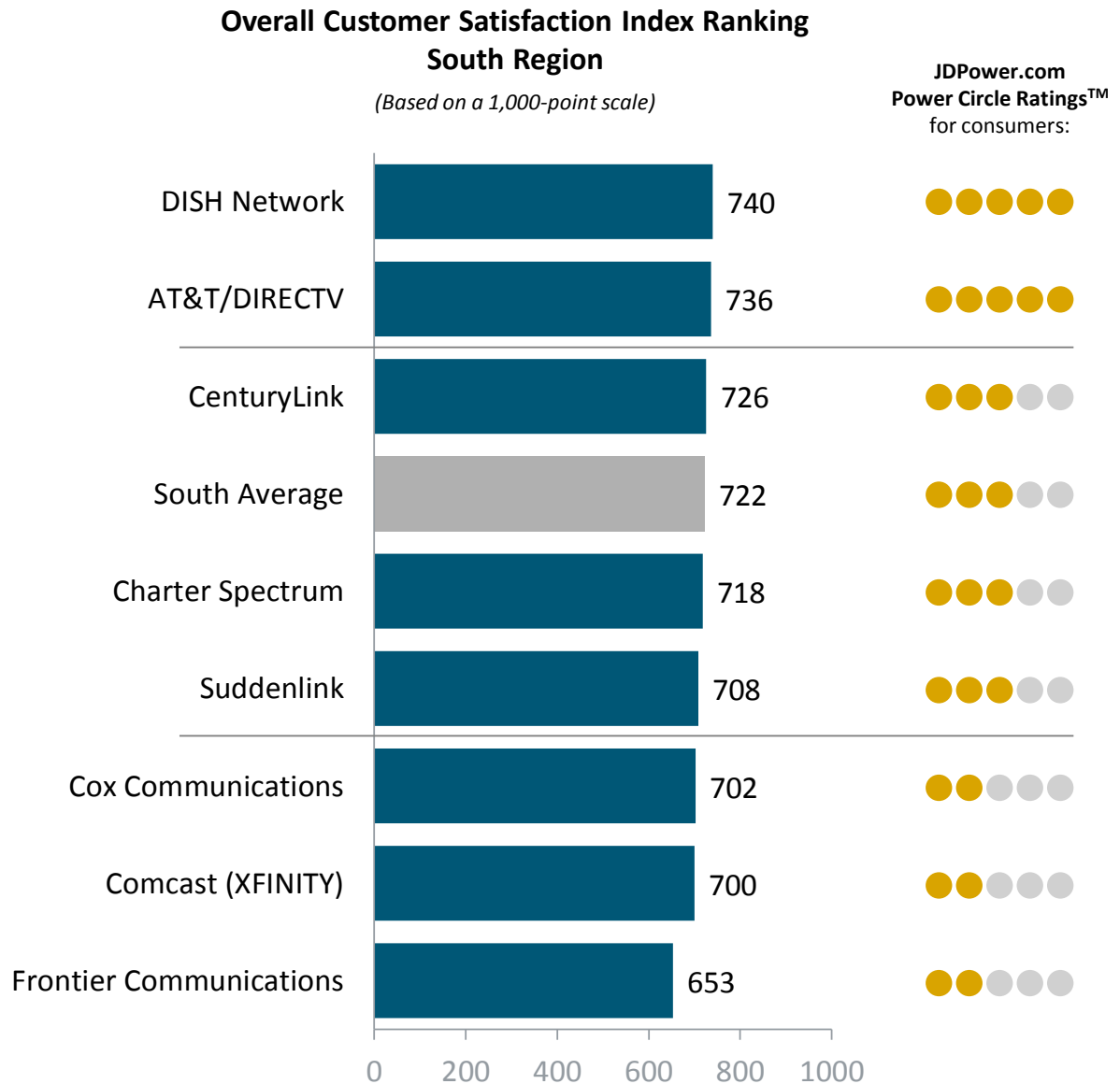
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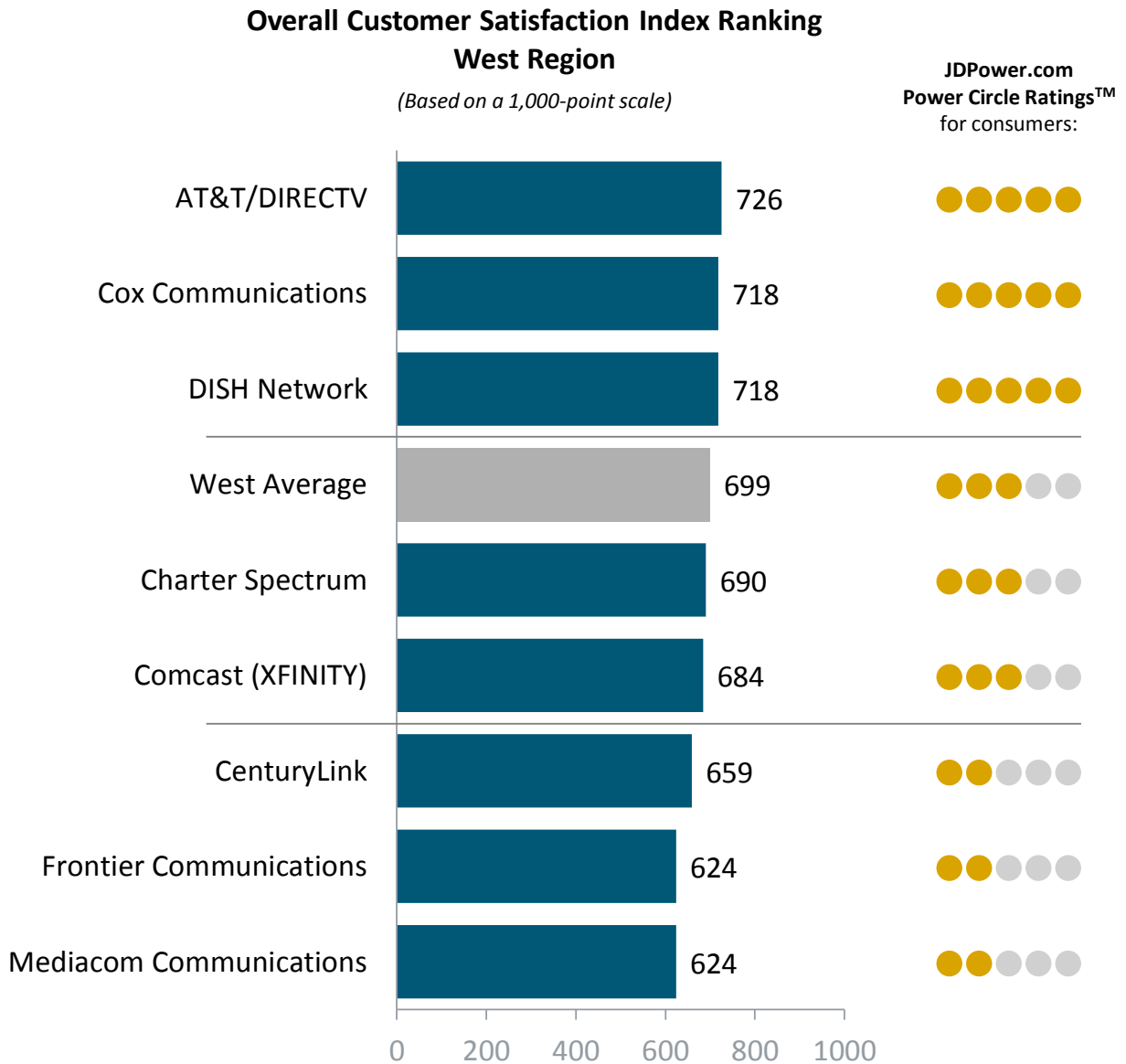
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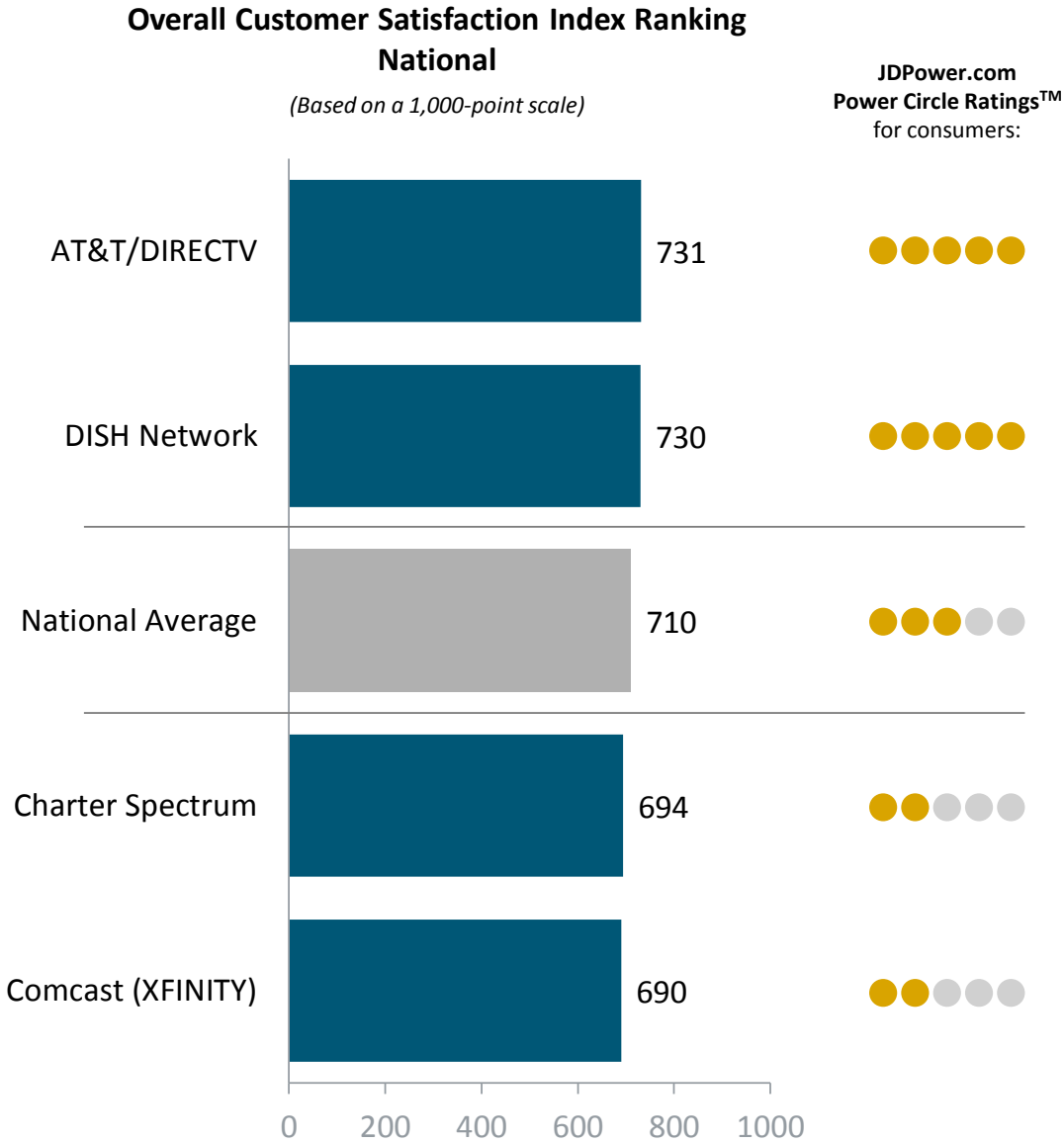
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*Note: Included in the average but not ranked due to insufficient market share in one or more regions are CenturyLink, Cox Communications, Frontier Communications, Mediacom Communications, Optimum, Suddenlink, Verizon and WOW! (Wide Open West)*

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Satisfaction Study<sup>SM</sup>;**  
**J.D. Power 2017 U.S. Residential Telephone Service Provider  
Satisfaction Study<sup>SM</sup>;**  
**J.D. Power 2017 U.S. Residential Television Service Provider  
Satisfaction Study<sup>SM</sup>**

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**Award-Eligible Wireline Providers Included in the Studies**

<b><u>Company Name</u></b>	<b><u>CEO Name</u></b>	<b><u>Company Location</u></b>
AT&T/DIRECTV	Randall Stephenson	Dallas, Texas
Cable One	Julie Laulis	Phoenix, Ariz.
CenturyLink	Glen Post III	Monroe, La.
Charter Spectrum	Tom Rutledge	Stamford, Conn.
Comcast (XFINITY)	David N. Watson	Philadelphia, Pa.
Cox Communications	Alexander C. Taylor	Atlanta, Ga.
DISH Network	Charlie Ergen	Englewood, Colo.
FairPoint Communications	Bob Udell	Charlotte, N.C.
Frontier Communications	Daniel J. McCarthy	Norwalk, Conn.
Mediacom Communications	Rocco B. Commisso	Mediacom Park, N.Y.
Optimum	Dexter Goei	Bethpage, N.Y.
Suddenlink	Dexter Goei	Bethpage, N.Y.
Verizon	Lowell McAdam	New York City, N.Y.
Windstream	Anthony W. Thomas	Little Rock, Ark.
WOW! (Wide Open West)	Steven Cochran	Englewood, Colo.

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*Sources: J.D. Power 2017 U.S. Residential Internet Service Provider Satisfaction Study<sup>SM</sup>;  
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