Streaming Services Raise Bar as Residential TV Costs Remain High; J.D. Power Study Predicts Customers Will Remain Loyal in Near Term

DISH Ranks Highest Nationally; DISH, AT&T and Verizon Rank Highest in Regions

TROY, Mich.: 23 Sept. 2021 — As options for streaming services increase, so do customer expectations of those services, according to the J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Study,SM released today. Streaming services provide cost-effective, personalized and convenient content, which effectively compete against traditional TV providers. Additionally, the study finds that satisfaction with cost of service among residential television customers who also have a streaming service is 81 points higher (on a 1,000-point scale) than among those who do not have a streaming service, reinforcing that those with streaming services have higher expectations.

Among customers who have a streaming service and typical cable TV, 91% indicate they will not be dropping their TV service in the next 12 months, an indication those customers have not found all of what they are looking for outside of the traditional TV landscape—yet.

“The use of streaming services not only provides a more cost effective way to watch television, it also provides the ability to stream personalized and live content anytime, anywhere,” said Ian Greenblatt, managing director at J.D. Power. “Customers with highly satisfying streaming experiences will continue to seek increased convenience, personalization and relevant content elsewhere if not delivered by traditional television providers.”

Study Rankings

Verizon ranks highest in the East segment with a score of 750, followed by DISH (747) and DIRECTV (742).

DISH ranks highest in the North Central segment with a score of 746, followed by AT&T (735) and Xfinity (717).

AT&T ranks highest in the South segment with a score of 762, followed by DISH (760) and DIRECTV (742).

DISH ranks highest in the West segment with a score of 744, followed by AT&T (734) and DIRECTV (721).

Nationally, DISH ranks highest with a score of 751, followed by DIRECTV (731) and Xfinity (723).

The 2021 U.S. Residential Television Service Provider Satisfaction Study is based on responses from 21,555 customers who currently have television service with a provider included in the study. The study measures overall satisfaction with television service providers based on seven factors: Performance and Reliability; Cost of Service; Programming; Communications and Promotions; Billing and Payment; Features and Functionality; and Customer Service. The study was fielded from October 2020 through July 2021.


See the online press release at http://www.jdpower.com/pr-id/2021119.
About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power is headquartered in Troy, Mich., and has offices in North America, Europe and Asia Pacific. To learn more about the company’s business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.

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# # #
NOTE: Five charts follow.
J.D. Power
2021 U.S. Residential Television Service Provider Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

East

- Verizon: 750
- DISH: 747
- DIRECTV: 742
- Xfinity: 721
- Region Average: 718
- Cox Communications: 711
- Spectrum: 676
- Optimum by Altice: 658

Note: East includes 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 2021 U.S. Residential Television Service Provider Satisfaction Study℠

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
2021 U.S. Residential Television Service Provider Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

North Central

<table>
<thead>
<tr>
<th>Service</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISH</td>
<td>746</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>735</td>
</tr>
<tr>
<td>Xfinity</td>
<td>717</td>
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<tr>
<td>Region Average</td>
<td>711</td>
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<tr>
<td>DIRECTV</td>
<td>704</td>
</tr>
<tr>
<td>WOW! (Wide Open West)</td>
<td>699</td>
</tr>
<tr>
<td>Spectrum</td>
<td>695</td>
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</tbody>
</table>

Note: North Central includes Illinois, Indiana, Michigan, Ohio and Wisconsin.

Source: J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Study℠

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### J.D. Power

#### 2021 U.S. Residential Television Service Provider Satisfaction Study™

<table>
<thead>
<tr>
<th>Service Provider</th>
<th>Overall Customer Satisfaction Index Ranking</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT&amp;T</td>
<td>762</td>
</tr>
<tr>
<td>DISH</td>
<td>760</td>
</tr>
<tr>
<td>DIRECTV</td>
<td>742</td>
</tr>
<tr>
<td>Xfinity</td>
<td>733</td>
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<tr>
<td>Region Average</td>
<td>731</td>
</tr>
<tr>
<td>Spectrum</td>
<td>715</td>
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<tr>
<td>Mediacom Communications</td>
<td>714</td>
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<tr>
<td>Cox Communications</td>
<td>706</td>
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<tr>
<td>Frontier Communications</td>
<td>674</td>
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<tr>
<td>Suddenlink by Altice</td>
<td>625</td>
</tr>
</tbody>
</table>

**Source:** J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Study™

**Note:** South includes Alabama, Arkansas, Florida, Georgia, Kansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.

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2021 U.S. Residential Television Service Provider Satisfaction Study℠

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

West

DISH 744
AT&T 734
DIRECTV 721
Xfinity 719
Region Average 716
Spectrum 700
Cox Communications 699
Frontier Communications 683
Mediacom Communications 627

Note: West includes Arizona, California, Colorado, Idaho, Iowa, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington and Wyoming.

Source: J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Study℠

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2021 U.S. Residential Television Service Provider Satisfaction Study™

Overall Customer Satisfaction Index Ranking

(Based on a 1,000-point scale)

National

DISH 751
DIRECTV 731
Xfinity 723
Industry Average 721
Spectrum 702

Note: Included in the average but not ranked due to insufficient market share in one or more regions are AT&T, Cox Communications, Frontier Communications, Mediacom Communications, Optimum by Altice, Sparklight (formerly Cable One), Suddenlink by Altice, Verizon and WOW! (Wide Open West).

Source: J.D. Power 2021 U.S. Residential Television Service Provider Satisfaction Study™

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