Cord Cutting
Cord Cutting Still on the Rise!

IN 2014
8.2% have ditched their Pay TV subscriptions and it’s growing! A 1.3% increase from 2013

45.2% in the past year have “shaved” their services
Where People “Shaved”

- Reduced level of cable/satellite service: 45.2%
- Premium Channels (e.g. HBO, Cinemax, etc.): 44.1%
- Premium Sports Package(s): 17.2%
- Phone: 13.6%
- DVR: 10.7%
- Cut cable/satellite service totally: 8.2%
- Internet: 7.5%
- New/Upgraded equipment (e.g. DIRECTV Genie or DISH Hopper): 3.8%
- Other (please specify): 7.3%
Reasons for Cord Cutting

If UNSATISFIED, why do you feel you’re not getting enough value from your provider? (Choose all that apply.)

- Increasing fees for cable/satellite service: 71.7%
- Increasing fees for Internet service: 46.4%
- Poor customer service: 38.1%
- Bad channel selection: 33.8%
- Poor Internet service: 32.5%
- Poor cable/satellite service: 29.4%
- Other (please specify): 13.8%
Reasons for OTT Services

Binge-watching

Convenience

Cheaper

Source for these slides: Digitalsmiths Post #9 by Sarah Perez
WAVE’s Experience - Video

CABLE PACKAGES - 2014

- Basic + Expanded: 86%
- Basic Only: 14%

CABLE SELL-IN - Q2.2015

- Basic + Expanded: 52%
- Basic Only: 48%
WAVE's Experience - Data

SPEED SELL-IN – Q2.2014
- Fast: 21%
- Medium: 60%
- Slow: 19%

SPEED SELL-IN - Q2.2015
- Fast: 20%
- Medium: 41%
- Slow: 39%