What's On Your Phone?

Mobile traffic by type (global monthly average)

Media type	GB/month	% of total
Video	2.0	57.1%
Applications	0.6	17.1%
Messaging	0.4	11.4%
Downloads	0.4	11.4%
Audio streaming	0.1	2.9%

SOURCE: ERICCSON

WHAT'S INTERESTING: Cable companies (read: Comcast and Charter Communications) that are plunging deep into the mobility category need to recognize the growing demand for video traffic that's expected to swell total monthly data usage by a 31% compound annual growth rate (to 17 GB) by 2023, according to Ericcson's projections. That's a lot of YouTube videos.

Subscription Video's New Field Of Play

Provider	Subscribers (in mil. At Q1 2018)
Netflix	56.7
Amazon	26.0
DirecTV	25.4
Comcast	22.3
Hulu	20.0
Charter	16.4
Dish	10.9
Verizon Fios	4.6
Cox	3.8
Altice USA	3.6

SOURCE: NCTA, FROM SNL KAGAN AND COMPANY DATA

WHAT'S INTERESTING: Remember when only cable and satellite TV companies made this list? Now, the playing field for subscription video has widened dramatically, as OTT providers have stormed their way into the mix — and six of the top 10 positions are held by non-cable players. The greater diversity has implications for everything from regulatory policy to competitive impact across the marketplace.

In U.S. Broadband, Cable's Way Ahead

Provider category	Subs (000s)	Share of total	Q1 2018 net adds
Top cablecos	62,210	64.4%	844,497
Top U.S. telcos	34,331	35.6%	-45,452
Total	96,541	100%	799,045

SOURCE: LEICHTMAN RESEARCH GROUP, Q1 2018

WHAT'S INTERESTING:
Another quarter, same story line. U.S. cable companies continue to lord over the broadband marketplace, accounting for nearly two-thirds of all subscribers. The trend line works in cable's favor, too: Telcos lost close to 45,500 subscribers during the first three months of the year as consumers discarded aging DSL lines in favor of speedier cable connections. The cable industry, in contrast, added nearly 850,000 more broadband accounts.

ARTWORK: SHUTTERSTOCK

What Subscribers Like…Or Don't

Attribute	2017	2018
HD picture quality	80	80
Picture quality	79	78
Courtesy and helpfulness of staff	78	77
Speed of service transaction	76	76
Ease of using remotes, menus and guides	75	75
TV signal reliability	78	74
Website satisfaction	74	74
Ease of understanding bill	73	73
Premium channels available	74	73
Range of channels available	74	73
Ability to keep outages to a minimum	73	72
Call center satisfaction	65	63

SOURCE: AMERICAN CUSTOMER SATISFACTION INDEX

WHAT'S INTERESTING: Cable and satellite TV providers get high marks for putting crystal-clear HD images on the screen. As for the call center experience? Not so much. Those are two findings from the latest American Customer Satisfaction Index, which tracks consumer sentiment across providers by evaluating data from 250,000 customers. Total scores were down slightly this year from 2017 for the cable/satellite sector, while streaming video providers earned higher marks across the board. One (obvious) reason: Streaming platforms don't have to deal with the day-to-day challenges of maintaining physical infrastructure — or dealing with pesky problems like signal outages and in-home installations. That's why they call it "over the top."