

VOICES: ITERATIONS

Verizon Unveils 5G Fixed Wireless Service, Doesn't Scare Anyone

THE WIRELESS INDUSTRY'S MUCH-BALLYHOOED threat to the cable connectivity business saw its leading edge roll out this week, with Verizon Communications releasing the key details of its big 5G launch.

Let's just say that Comcast, Charter Communications and the rest of the cable industry don't appear to be running for their lives — at least not yet.

Verizon's new fixed wireless service, dubbed "Verizon 5G Home," will debut Oct. 1, priced at \$50 a month for Verizon mobile users and \$70 a month standalone, with taxes, fees, installation and equipment costs included in the price. Users can cancel anytime.

The deployment, which will start out in Los Angeles, Houston, Indianapolis and Sacramento, Calif., will be fueled by some decent promotion — users get the first three months free, and the service comes packaged with three free months of YouTube TV, along with an Apple TV 4K or Google Chromecast Extra.

Speeds, however, are not transcendental. Verizon promises peak speeds of nearly 1 Gigabits per second, but cautions that users "should expect typical network speeds around 300 Mbps." This comes as most large and mid-sized cable operators are offering speeds of 940 Megabits per second downstream. ...

There are some cumbersome elements to Verizon's launch as well. The No. 1 U.S. wireless company wants to be first out of the 5G gate so badly that it's launching its service with professionally installed customer premises equipment built around its proprietary GTF standard.

For more from this blog, go to broadcastingcable.com/September24.



Daniel Frankel

"I think in terms of live sports, there's nothing we can do differently from a television broadcaster, so it doesn't add additional value. You can never say never, but there's no plans to go into that."

— Maria Ferreras, Netflix's VP of business development EMEA, speaking at the IBC Show in Amsterdam.



TECH TWEETS

"Next year Apple could be on stage at #emmys"

— @RichBTIG, Rich Greenfield, media analyst at BTIG, Sept. 17, tweeting during the start of the 70th Annual Primetime Emmy Awards ceremony.

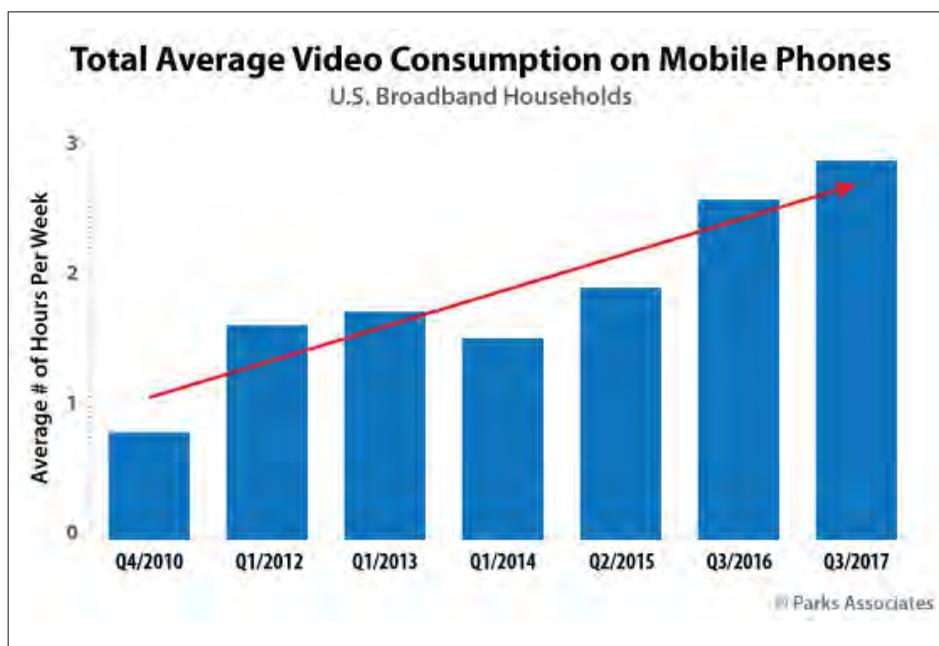
Mobile Viewing Surged From '15-'17: Study

THE AVERAGE AMOUNT OF TIME spent by U.S. consumers watching video on smartphones increased by 55% from 2015 to 2017, according to new research from Parks Associates.

After a brief decline in mobile video consumption growth, smartphone users averaged around two hours a week of mobile video watching in 2015 – a figure that is now up to around three hours a week.

The shift has come, Parks said, as consumers watch less live video on traditional TVs – 60% of all video watching took place on television sets in 2012, versus just 44% at the end of 2017.

Parks' report is somewhat counterintuitive to data YouTube released over the weekend, suggesting that viewership of its platform on traditional TVs is up 45% year-over-year in Europe. — Daniel Frankel



NUMBER

33%

The share of Comcast's capital spending allocated to customer premises equipment in Q2. More than half of that spending was tied to video set-top boxes.



Photo Courtesy IBC