



Press Release

J.D. Power and Associates Reports: Overall Satisfaction with Television Service Providers Rebounds Due to Improvements in Product Performance and Customer Service

AT&T U-verse, Verizon FiOS and WOW! Lead Regional Customer Satisfaction Rankings Among Television Service Providers

WESTLAKE VILLAGE, Calif.: 7 October 2009 — Customer satisfaction with television service providers has increased considerably from 2008 as a result of improvements in outages and problem resolution, according to the J.D. Power and Associates 2009 U.S. Residential Television Service Satisfaction StudySM released today.

Overall satisfaction averages 632 on a 1,000-point scale—an increase of 23 points from 609 in 2008, which marked the lowest industry average during the past five years.

“In the wake of receding satisfaction scores in 2008, improvements in product performance and the service surrounding it this year suggest that providers are eager to better position themselves to retain and grow their customer bases,” said Frank Perazzini, director of telecommunications at J.D. Power and Associates. “For instance, average time on hold required to resolve a customer’s most recent problem has declined 13 percent from 2008 to 9 minutes, 5 seconds this year. Additionally, fewer customers are experiencing outages, with 11 percent reporting an outage in 2009, compared with 15 percent in 2008.”

The positive impact of these changes has also driven an improvement in intention to recommend television service providers. Among customers who receive programming from satellite providers, 78 percent say they “definitely will” or “probably will” recommend their provider to others, an increase of 6 percentage points from 2008. Sixty percent of cable customers say the same—an increase of 5 percentage points from 2008.

“Despite an improvement in recommendation rates, there isn’t a corresponding increase in loyalty,” said Perazzini. “In fact, the percentage of cable customers affirming their loyalty to their provider has declined to 25 percent in 2009 from 27 percent in 2008. Satellite providers have experienced a similar decline with a loyalty rate of 40 percent in 2009—a four-percentage-point drop from 2008. Given the current state of the economy, customers generally want to keep their options open, even if they are satisfied with their current provider. To increase loyalty, providers should continue to enhance the service improvements offered this year, and to remain competitive from a cost and offerings perspective.”

The study measures [customer satisfaction with cable, satellite and Internet protocol \(IPTV\) television providers](#) in four regional segments: [North Central](#), [East](#), [West](#) and [South](#). In each segment, five factors are measured to determine overall customer satisfaction: performance and reliability; customer service; cost of service; billing; and offerings and promotions.

For a second consecutive year, AT&T U-verse ranks highest in the West (with an index score of 721) and South (718) regions. In the East region, Verizon FiOS ranks highest for a second consecutive year with a score of 714, while WOW! ranks highest in the North Central Region (724).

The study also finds that the number of cable customers who subscribe to additional premium channels has declined to 29 percent in 2009 from 32 percent in 2008. The number of customers who utilize video-on-demand (VOD) and pay-per-view services has also moderately declined, as 33 percent report using VOD (compared with 35 percent in 2008) and 16 percent report using pay-per-view (compared with 18 percent in 2008).

“It appears the economy has had an impact on the use of additional video services in 2009,” said Perazzini. “However, while there has been some belt-tightening regarding most additional services, DVR usage has risen 22 percentage points to 40 percent this year as more households utilize this tool to shift the view time for their preferred free programming.”

The 2009 U.S. Residential Television Service Satisfaction Study is based on responses from 28,118 U.S. households that evaluated their cable, satellite or IPTV provider. The study was fielded in January, March and July 2009.

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services company operating in key business sectors including market research, forecasting, performance improvement, Web intelligence and customer satisfaction. The company’s quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on [car reviews and ratings](#), [car insurance](#), [health insurance](#), [cell phone ratings](#), and more, please visit [JDPower.com](#). J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

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Media Relations Contacts:

Jeff Perlman; Brandware Public Relations; Agoura Hills, Calif.; (310) 589-7749; jperlman@brandwaregroup.com

John Tews; J.D. Power and Associates; Troy, Mich.; (248) 312-4119; john.tews@jdpa.com

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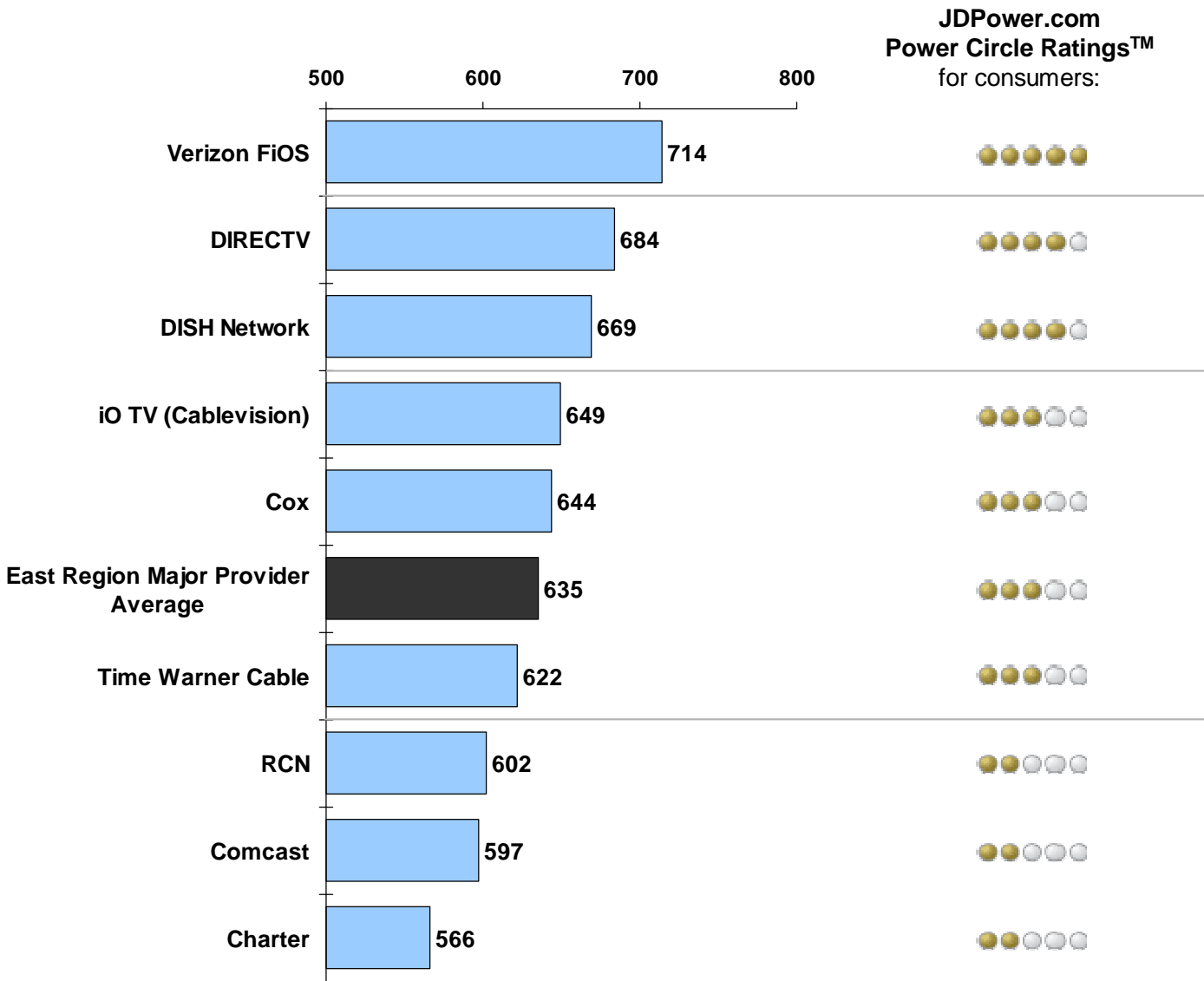
NOTE: Four charts follow.

J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

East Region

(Based on a 1,000-point scale)



Power Circle Ratings Legend

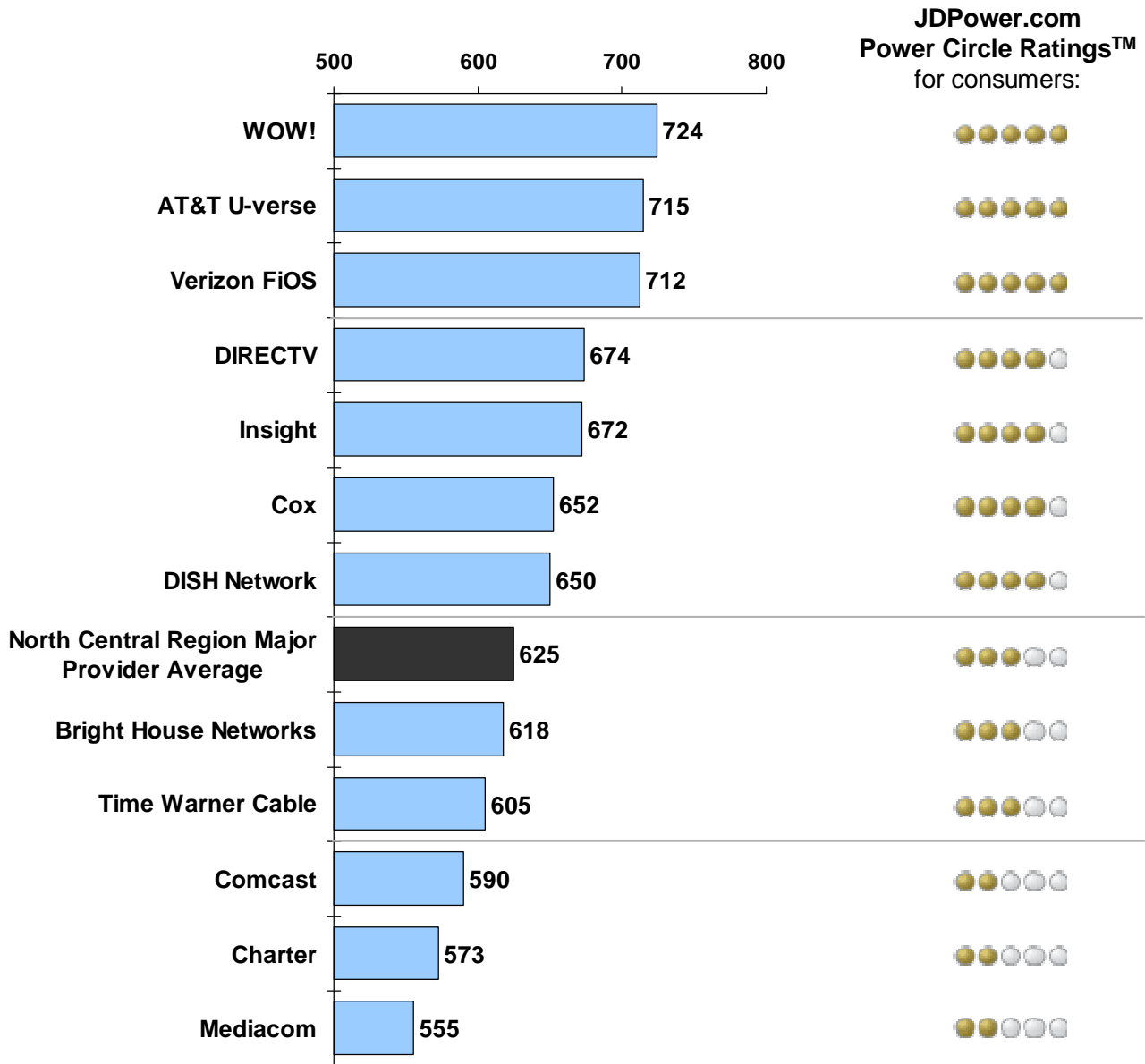
- Among the best
- Better than most
- About average
- The rest

Source: J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

Charts and graphs extracted from this press release must be accompanied by a statement identifying J.D. Power and Associates as the publisher and the J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM as the source. Rankings are based on numerical scores, and not necessarily on statistical significance. JDPower.com Power Circle Ratings™ are derived from consumer ratings in J.D. Power studies. For more information on Power Circle Ratings, visit jdpower.com/faqs. No advertising or other promotional use can be made of the information in this release or J.D. Power and Associates survey results without the express prior written consent of J.D. Power and Associates.

J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

Customer Satisfaction Index Ranking North Central Region (Based on a 1,000-point scale)



Power Circle Ratings Legend

- 5 Gold Circles: Among the best
- 4 Gold Circles: Better than most
- 3 Gold Circles: About average
- 2 Gold Circles: The rest

Source: J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

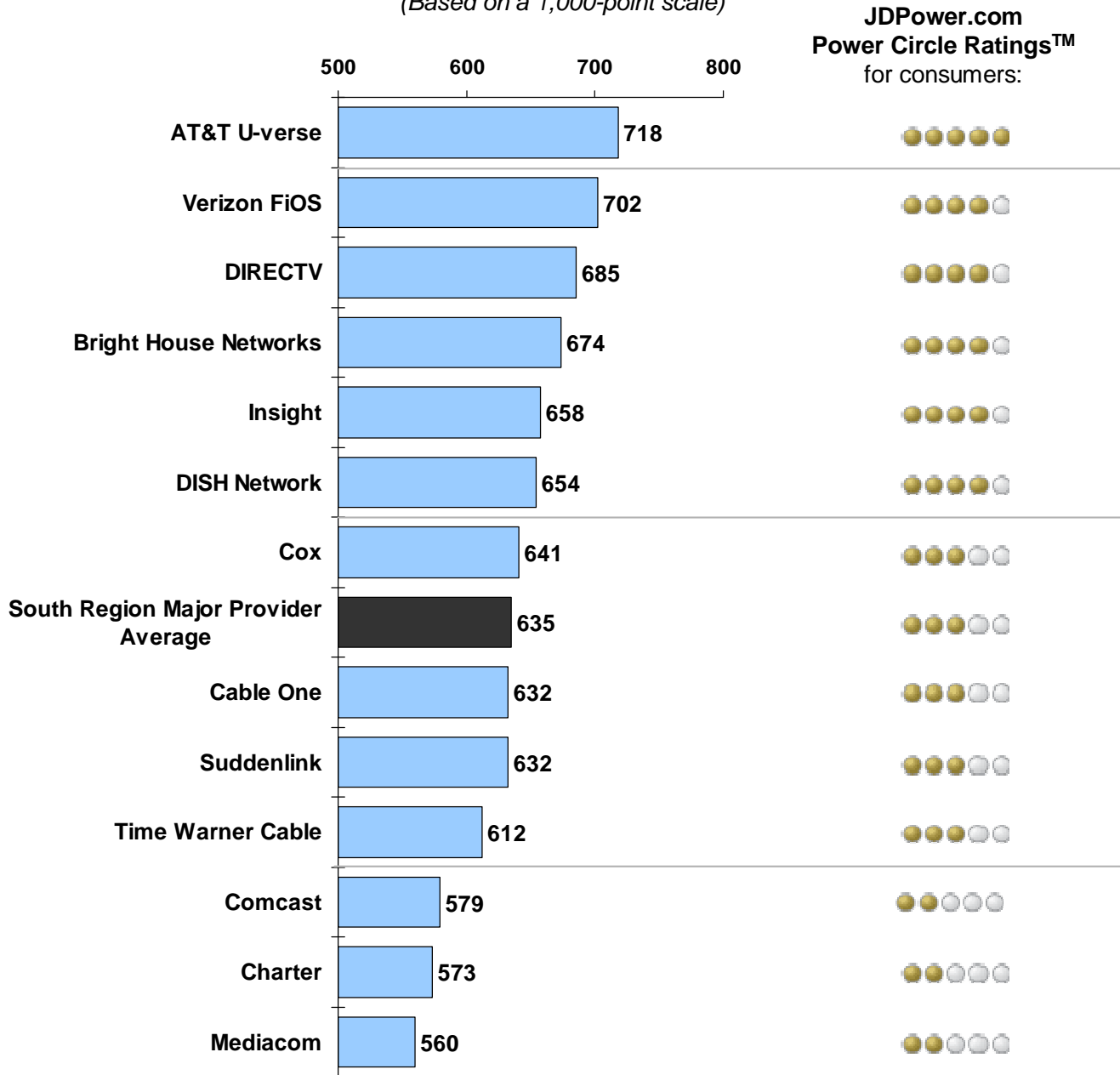
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J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

South Region

(Based on a 1,000-point scale)



Power Circle Ratings Legend

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

Source: J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

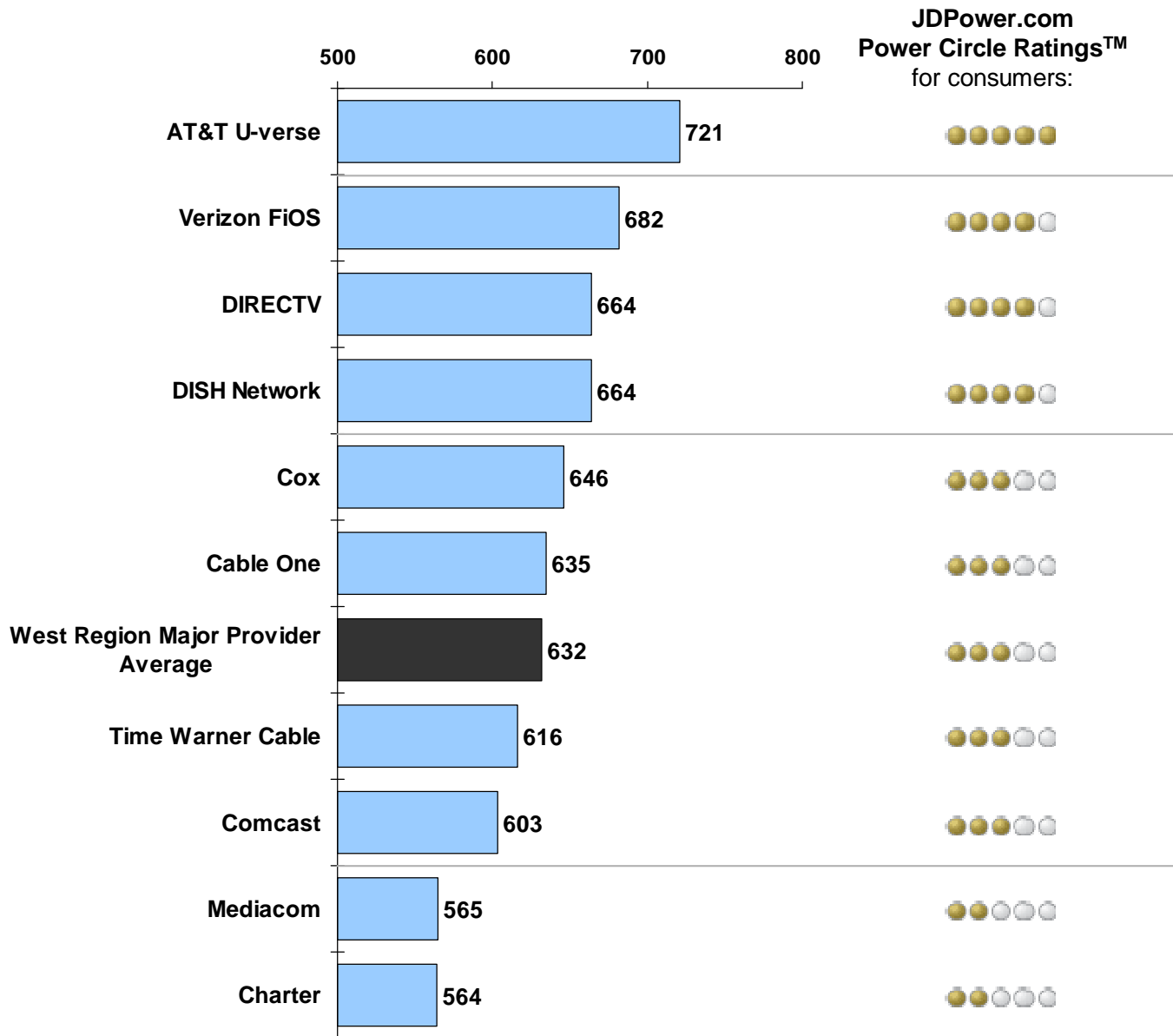
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J.D. Power and Associates 2009 Residential Television Service Customer Satisfaction StudySM

Customer Satisfaction Index Ranking

West Region

(Based on a 1,000-point scale)



Power Circle Ratings Legend

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

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