

“New Providers, New Technologies, New Services”

Broadband Communities 2016 Summit

April 6, 2016

Michael Weston
Verizon Enhanced Communities



Confidential and proprietary materials for authorized Verizon personnel and outside agencies only. Use, disclosure or distribution of this material is not permitted to any unauthorized persons or third parties except by written agreement.

**Deliver
the promise.**

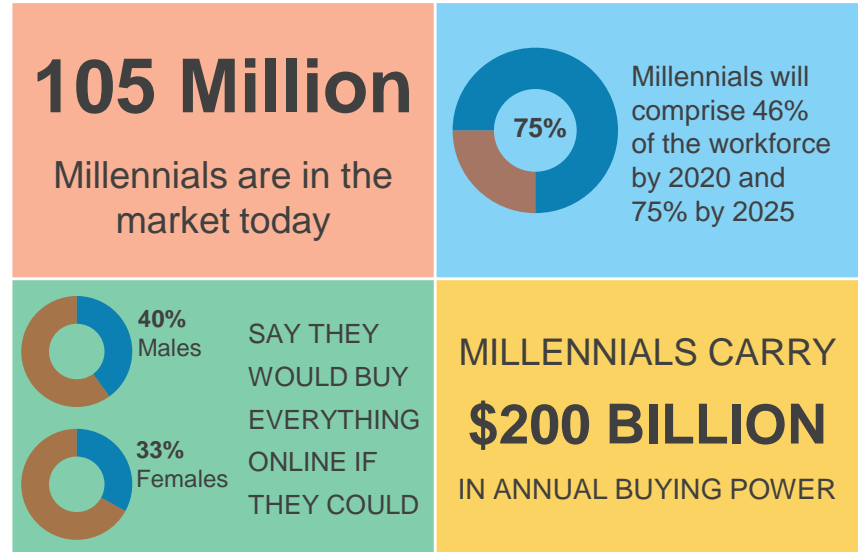
**Better
matters.**

The New Demand: Millennials Shaping the Market

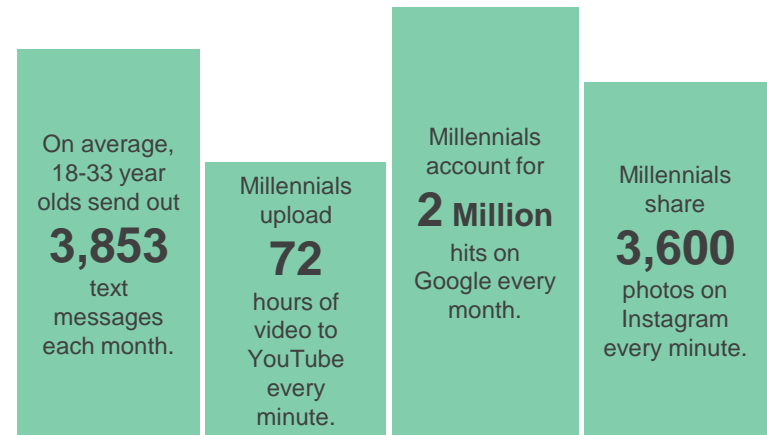
- By 2020, Millennials will make up over 50% of the US workforce*
- Millennials' world revolves around technology - meaning Data is KING!
- Product quality is more important than price (Better Broadband Matters)**
- 87% use between 2 and 3 tech products every day**

*https://www.accenture.com/t20150522T061610_w_us-en_acnmedia/Accenture/Conversion-Assets/Outlook/Documents/1/Accenture-Outlook-Who-Are-Millennial-Shoppers-What-Do-They-Want-Retail.pdf#zoom=50

**<http://millennialbranding.com/2015/millennial-consumer-study/>



Millennials by the Numbers



Market Trends

➤ Growth in Social and Mobile *

- 25% of online B2C transactions will be initiated through Social Media by 2019
- 45% of online spending will be initiated via Mobile Device by 2019

➤ Over-The-Top Video Growth Will Continue *

- Nearly 57M Households will have paid OTT subscriptions in 2016
- By 2019, half of pay TV households will also be OTT subscribers

➤ Augmented Reality Apps Will Represent One-Fifth of App Downloads by 2021 *

➤ Broadband Fiber Deployment Will Reach 16% of U.S. Subscribers by 2020 *

➤ U.S. Broadband Subscriber's Use of Higher Speeds (>15Mbps) Up 73% YoY **

* IDC, "Worldwide Consumer Technologies 2016 Top 10 Predictions" January 2016, IDC #US40919415

** <http://www.telecompetitor.com/akamai-sees-surge-in-15-mbps-broadband-adoption/>

Verizon Product & New Business

An innovative incubator for entrepreneurs and inventors.

Digital video

- Go90
- AOL Live
- Custom TV
- Fios Mobile App



Product Evolution

- Faster Symmetric Speeds
- Multicast
- Cloud
- 5G & NG PON



Internet of things

- M2M technology
- Hum
- Grid Wide
- ThingSpace



Innovative initiatives

- Powerful Answers
- Innovation Centers
- Verizon Ventures
- VZ Labs



Thank you.