



American Customer Satisfaction Index

The American Customer Satisfaction Index (ACSI®) is a national economic indicator of customer evaluations of the quality of products and services available to household consumers in the United States.

The ACSI uses data from interviews with roughly 500,000 customers annually as inputs to an econometric model for analyzing customer satisfaction with more than 400 companies in 46 industries and 10 economic sectors, including various services of federal and local government agencies.

ACSI results are released throughout the year, with all measures reported on a scale of 0 to 100. ACSI data have proven to be strongly related to several essential indicators of micro and macroeconomic performance. For example, firms with higher levels of customer satisfaction tend to have higher earnings and stock returns relative to competitors. Stock portfolios based on companies that show strong performance in ACSI deliver excess returns in up markets as well as down markets. At the macro level, customer satisfaction has been shown to be predictive of both consumer spending and GDP growth.



June 9, 2020

AMERICAN CUSTOMER SATISFACTION INDEX TELECOMMUNICATIONS REPORT 2019-2020

Industry Results for:

Subscription Television Service

Internet Service Providers

Fixed-Line Telephone Service

Video-on-Demand Service

Video Streaming Service

Americans Staying Home Are Happier With Internet and Subscription TV Service; Video Streaming Maintains Leading Customer Satisfaction

COVID-19 has dramatically changed the way Americans work and how they spend their leisure time. With stay-at-home and work-from-home becoming a new normal for many American households, the services offered by major telecommunications companies are more critical than ever before. The global pandemic has put a spotlight on both the need for reliable high-speed internet service and the craving for more in-home entertainment options.

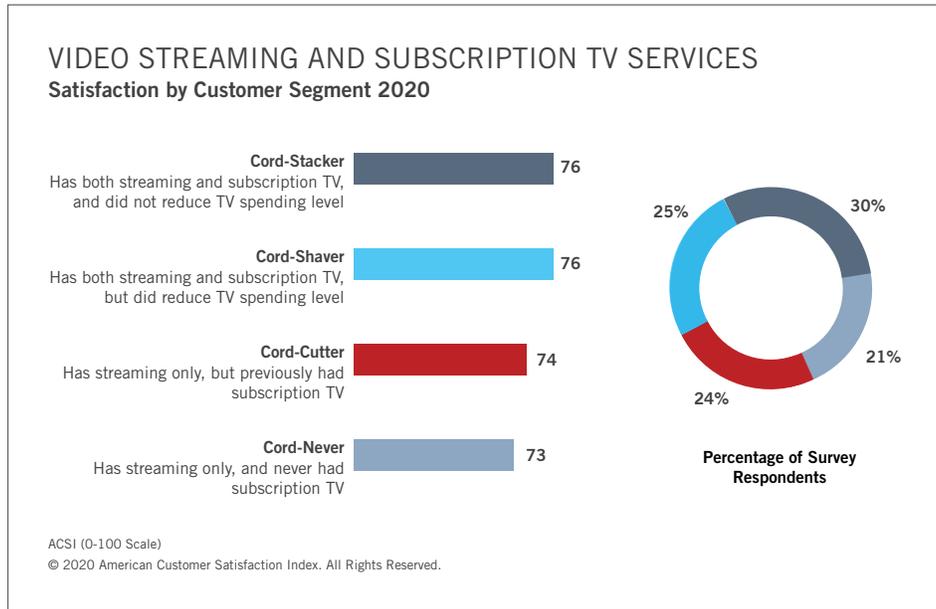
This report covers five telecommunications industries—subscription TV service, internet service providers (ISPs), fixed-line telephone service, video-on-demand service, and video streaming service. New to the survey this year for the ISP industry, the ACSI also measures key aspects of the in-home Wi-Fi customer experience. This includes satisfaction with both third-party and ISP-provided Wi-Fi equipment. This report's results are based on surveys conducted over a 12-month period from April 2019 to March 2020.

According to ACSI results, many telecom companies are stepping up their game, bringing better service to their customers compared to a year ago. Among the five telecom categories, three have significantly improved customer satisfaction: subscription TV service, ISPs, and video-on-demand service. Within these three industries, 65% of the measured companies show ACSI gains. Among the gainers, Comcast's Xfinity is the most improved telecom company this year.

With the exception of video streaming and the early days of fixed-line phone service, telecom industries have been historically the bottom feeders of the Index. In particular, many companies populating the ISP and subscription TV industries have had the dubious honor of being among the lowest scoring of 400+ firms in the ACSI.

While the full impact of the COVID-19 crisis is yet unknown, both ISPs and subscription TV now receive their first customer satisfaction boost in four years. Nevertheless, they continue to rank at the bottom among 46 industries, along with video-on-demand and fixed-line telephone. Only video streaming maintains a level of customer satisfaction that exceeds the average for all ACSI industries (75.4 as of the first quarter of 2020). Video streaming is also home to the service that posts the highest customer satisfaction across all five categories: ACSI newcomer Disney+.

Meanwhile, cord-cutting continues to be a major challenge for traditional subscription TV companies. In fact, a growing number of consumers report never having paid for a subscription TV service at all. But this cord-never group, which tends toward a younger demographic, may be losing out when it comes to satisfaction. ACSI data show that viewers with a mix of services—either cord-stackers (those having both pay TV and video streaming services without reducing their TV spending) or cord-shavers (those adding streaming but opting for less expensive TV service)—are the most satisfied (76). This compares to ACSI scores of 73 for the cord-never group and 74 for the cord-cutter group (those who eliminated pay TV completely in favor of streaming).



Subscription Television Service

Customer satisfaction with subscription television service rises 3.2% to an ACSI score of 64. According to ACSI data, pay TV customers overall are happier with the value offered by their service provider compared to a year ago. Despite the improvement, subscription TV remains at the very bottom among 46 ACSI industries.

In 2019, cord-cutting accelerated, with major cable and satellite TV operators collectively losing about 5.8 million subscribers. Many of these viewers are jumping over to more satisfying over-the-top (OTT) video streaming services, including established players like Netflix and Hulu, and newer services such as Disney+. Customer satisfaction with video streaming remains at the much higher level of 76—a score that pay TV has never come close to attaining.

Amid this highly competitive environment, the satisfaction improvement for subscription TV is widespread with 9 of 11 major companies showing ACSI gains year over year. The most staggering improvement, however, goes to Comcast’s Xfinity—up 11% for its subscription TV service. Moreover, Xfinity’s customer satisfaction is better this year in the other telecom categories as well.

As in past years, two fiber providers top the rankings. Fios by Verizon Communications gains 3% to 70 and ties with AT&T’s U-verse TV (+1%). Since 2015, Fios and U-verse have held the top two positions in the industry, and this year the gap to the next competitor opens up to 5 points. According to customers, Fios is a leader across many customer experience benchmarks, and its picture quality (HD and standard) rates best in class. Meanwhile, AT&T is shifting its focus to the recently launched AT&T TV, its new internet-based pay TV service. The company is no longer accepting new online subscribers for U-verse TV and has been merging U-verse’s social media into channels for its other services.

**AMERICAN CUSTOMER SATISFACTION INDEX:
SUBSCRIPTION TELEVISION SERVICE**

	2019	2020	% CHANGE
Subscription Television Service	62	64	3.2%
Fios (Verizon Communications)	68	70	3%
U-verse TV (AT&T)	69	70	1%
DISH Network	67	65	-3%
DIRECTV (AT&T)	66	64	-3%
Optimum (Altice USA)	61	63	3%
Xfinity (Comcast)	57	63	11%
All Others	62	62	0%
Cox Communications	59	62	5%
Spectrum (Charter Communications)	59	61	3%
Mediacom	56	60	7%
Frontier Communications	57	58	2%
Suddenlink (Altice USA)	55	56	2%

0-100 Scale

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The second tier in the industry continues to be the territory of satellite providers, but their customer satisfaction advantage over the top cable companies has all but evaporated. DISH Network drops 3% to 65 while AT&T’s DIRECTV falls by the same amount to 64. ACSI data show that customer service has deteriorated significantly for DISH Network in terms of both staff courtesy and service speed. For DIRECTV, the satisfaction loss comes at a time when it has been rapidly shedding subscribers. The current decline erases DIRECTV’s gain from a year ago, returning the satellite operator to its all-time ACSI low score.

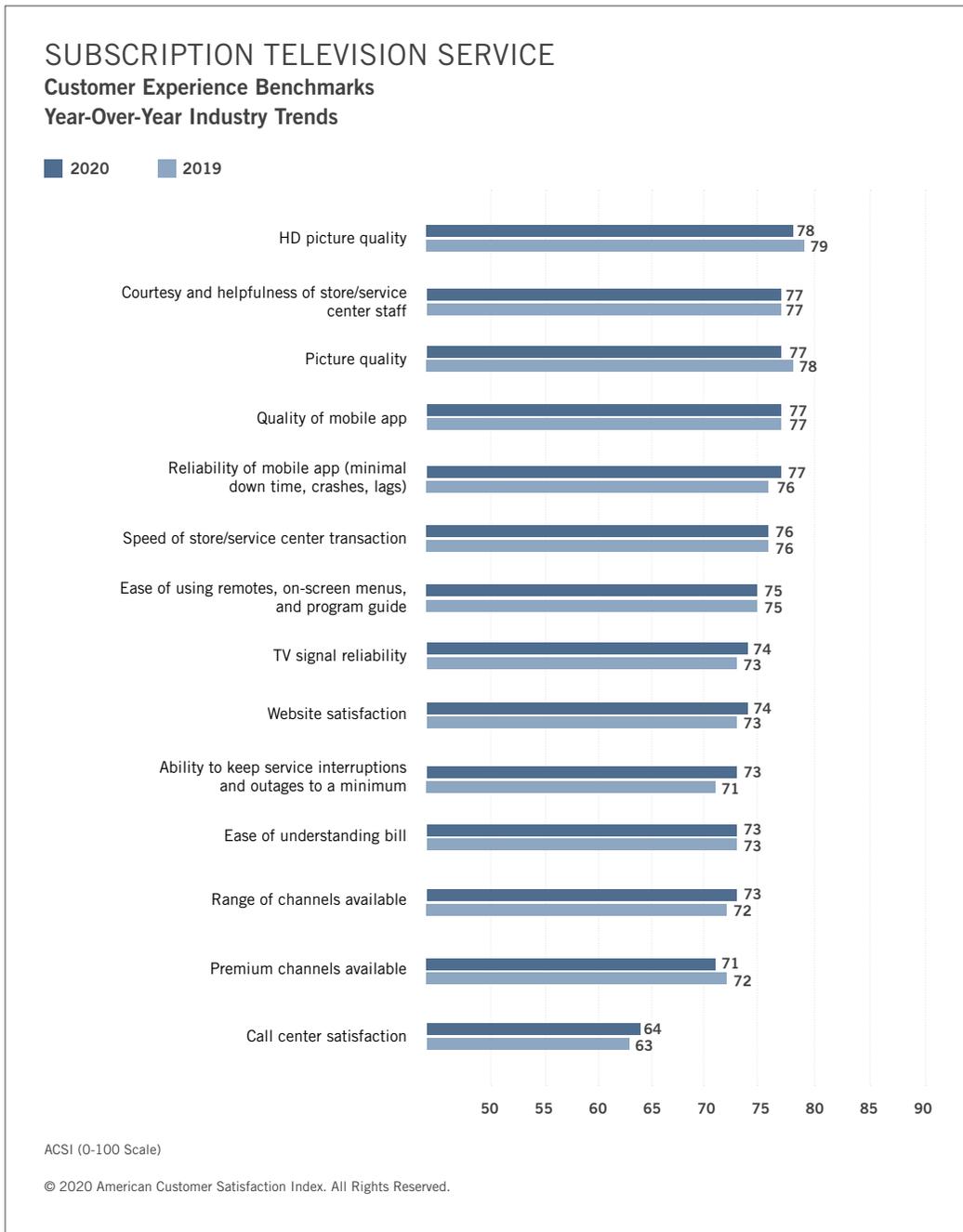
While the remaining companies all score below the industry average of 64, a gap of 7 points separates the best from the worst. Coming in at 63, Optimum (Altice USA) gains 3% to tie with the greatly improved Xfinity (+11%). According to subscribers, Xfinity is enhancing its service across much of the customer experience. Among all large pay TV operators, Xfinity shows the biggest gain in customer perceptions of value.

The group of smaller subscription TV providers is steady at 62, tied with Cox Communications (+5%). Also moving in the right direction, Charter Communications’ Spectrum rises 3% to 61, followed by Mediacom at 60. While Mediacom shows a substantial gain of 7% year over year, the company is losing ground for its mobile app, which rates worst in class for reliability.

At the bottom of the industry, Frontier Communications—which filed for bankruptcy protection in April 2020— inches up 2% to 58. While Frontier offers two fiber TV services, FiOS and Vantage, these have to be bundled with its internet service and are available in limited areas. Despite a small uptick to 56, Suddenlink (Altice USA) remains in last place and customers find its bills harder to understand than any other pay TV provider.

For the subscription TV industry overall, most aspects of the customer experience itself are unchanged or slightly better compared with a year ago. In general, subscribers still find room for improvement in many areas, with several elements scoring in the mid- to low-70s. While subscribers feel that the industry is doing a better job of keeping outages to a minimum (+3% to 73), they are clearly still not happy with this aspect of their service.

Key to the pay TV experience, picture quality remains on the high side for both HD (78) and standard (77) despite some deterioration year over year. On the low end, customers are less pleased this year with premium channel offerings (71). The range of standard channels available is not much better (73).



While mobile apps score on the industry’s high end for both quality and reliability (77), they generally lag other categories. In particular, the video streaming industry’s mobile apps perform much better with scores of 83 for quality and 81 for reliability.

In-person customer service in terms of staff courtesy and helpfulness is unchanged at 77, with store speed stable at 76. Website satisfaction rates lower at 74, but the least satisfying touch point remains call centers. Despite a slight improvement, customers clearly do not enjoy calling their TV provider as call center satisfaction languishes at the bottom (64).

Internet Service Providers

Once considered a luxury, in-home high-speed internet service is now found in roughly three-quarters of American households. The lockdown policies associated with the COVID-19 crisis have made clearer the necessity of in-home internet as workers and students stayed home. Major internet service providers (ISPs) have signed onto the Keep Americans Connected Pledge, initiated by the Federal Communications Commission (FCC) in March 2020. Now extended through June, the pledge focuses on easing the economic burdens of the crisis.

Amid this challenging time, customer satisfaction with ISPs surges 4.8% to an ACSI score of 65. The improvement spans nearly the entire industry, with 8 of 11 providers showing ACSI gains. Mirroring results for subscription TV service, the most improved ISP is Comcast’s Xfinity. Only two providers move in the opposite direction with ACSI downturns: AT&T Internet and Suddenlink (Altice USA).

**AMERICAN CUSTOMER SATISFACTION INDEX:
INTERNET SERVICE PROVIDERS**

	2019	2020	% CHANGE
Internet Service Providers	62	65	4.8%
Fios (Verizon Communications)	70	73	4%
AT&T Internet	69	68	-1%
Xfinity (Comcast)	61	66	8%
Optimum (Altice USA)	63	65	3%
All Others	64	64	0%
CenturyLink	59	63	7%
Spectrum (Charter Communications)	59	63	7%
Cox Communications	60	61	2%
Windstream	57	61	7%
Mediacom	56	59	5%
Suddenlink (Altice USA)	60	57	-5%
Frontier Communications	55	55	0%

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While internet service overall is getting better this year according to customers, the bar is still set low. Over time, the industry's customer satisfaction has stayed within a tight 3-point range. Among 46 ACSI industries, ISPs rank second-to-worst for satisfaction next to subscription TV, with the same major telecom companies dominating both categories.

The top of the industry belongs to Verizon Fios, which delivers internet on a 100% fiber-optic network. With a 4% gain to 73, Fios separates itself further this year from second-place AT&T Internet. According to internet users, Fios is best in class when it comes to reliable service where outages are kept to a minimum.

Third place goes to Comcast's Xfinity following its large 8% ACSI gain to 66. The move brings Xfinity closer to the two leaders this year and makes it the top-satisfying cable ISP. For the full year of 2019, Comcast reported revenue growth of 9.4% for its high-speed internet business, along with internet customer net additions of 1.4 million. According to customers, Xfinity staff are making a difference as in-store transaction speed is the most-improved factor of the customer experience.

Close by Xfinity, Optimum (Altice USA) improves 3% to 65. Altice has been building out its fiber network, which in late 2019 covered about 10% of its Optimum footprint. Optimum scores far ahead of Altice's Suddenlink, which tumbles 5% to 57. Just a year ago, the two Altice providers were separated by only 3 points. According to ACSI data, Suddenlink's ability to keep outages to a minimum has eroded significantly.

With a stable score of 64, the group of smaller ISPs comes in just below the industry average. Two providers post strong gains of 7% to 63: CenturyLink and Spectrum (Charter Communications). Much like Xfinity, Spectrum has experienced strong growth in its residential internet business, adding about 351,000 customers in the third quarter of 2019 alone, outpacing growth in the same period of 2018. Customers are happier with the variety of plans Spectrum offers compared to a year ago.

Cox Communications nudges up 2% to 61 and ties with an improved Windstream (+7%). As of the first quarter of 2020, Windstream reported an eighth consecutive quarter of growth in its Kinetic broadband customer base with the addition of a record 18,000 new subscribers. While Windstream customers find video quality to be much better, the company still lags most other providers in this area.

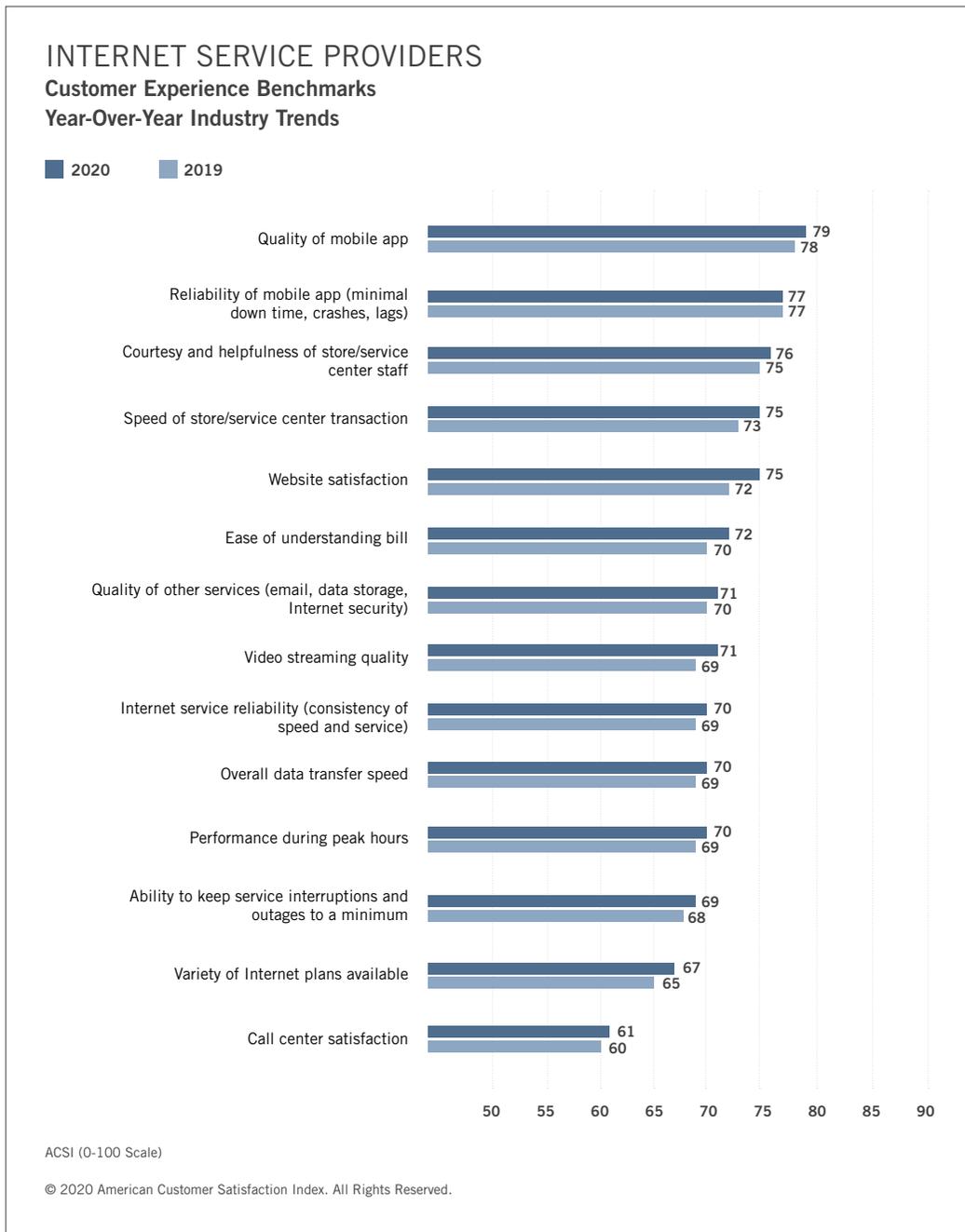
Along with Suddenlink (57), two other ISPs occupy the bottom of the industry with scores in the 50s. Mediacom gains 5% to 59 but stays well below the industry average. Frontier Communications remains in last place, unmoved at 55. The company struggles in other telecom categories as well, placing last or second-to-last across all industries.

For ISPs overall, the customer experience has improved across nearly every aspect of the customer experience. That said, few factors are highly regarded, and most elements receive poor scores ranging from the upper 60s to the low 70s.

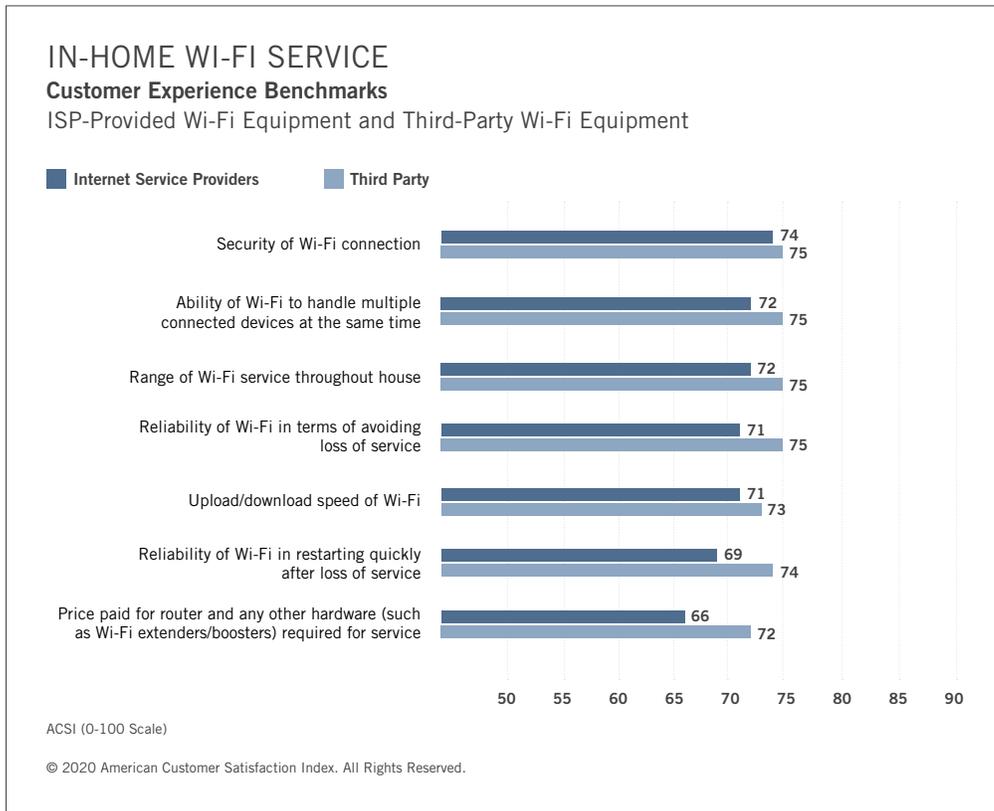
Mobile apps continue to be the best part of the ISP experience, earning scores of 79 for quality and 77 for reliability. In-person service does not lag mobile apps as much as it did a year ago. Staff courtesy bumps up to 76, while in-store transaction speed rises 3% to 75. Likewise, website satisfaction is moving in the right direction (+4% to 75). For customers, calling their ISP is even more

frustrating than dealing with their subscription TV service call center. With a rock-bottom score of 61, ISP call centers earn the lowest rating among all telecom categories.

While ISP customers find bills easier to understand (+3% to 72), the industry is not doing a good job in this area. Likewise, video streaming is better (+3% to 71) but not highly satisfying. Internet service reliability, data speed, and peak-hour performance show much room for improvement (all 70), as does keeping outages to a minimum (69). While there is more variety in available service plans (+3 to 67), subscribers clearly want more choices.



New this year, the ACSI also measures key aspects of the in-home Wi-Fi experience for both customers who use equipment provided by their ISP and those who use third-party equipment that they have purchased. Across all aspects of the in-home Wi-Fi experience, customers using third-party equipment (routers and associated hardware such as extenders/boosters) are more satisfied than those using their ISP's equipment. For Wi-Fi security, customers using ISP-provided routers (74) are nearly as satisfied as those choosing third-party routers (75). The gap widens, however, across all other elements.

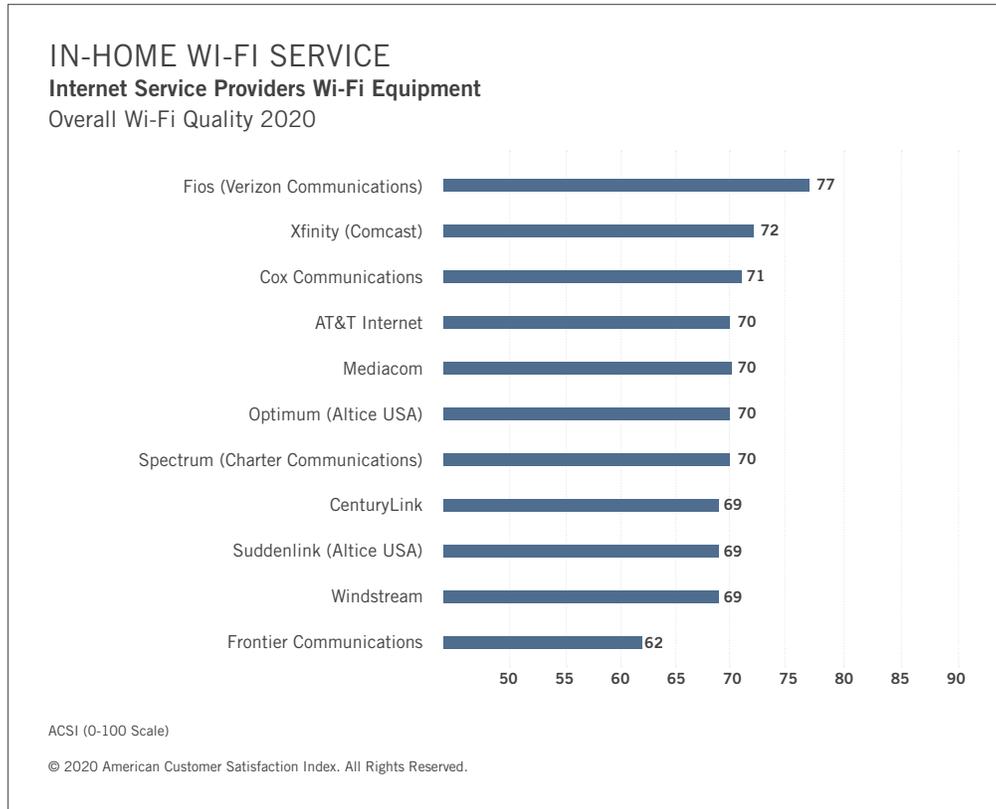


Customers feel that the range of third-party equipment (72) is superior to that of ISPs (75). Likewise, those using third-party equipment feel their service is more reliable in terms of avoiding outages (75 versus 71 for ISPs) and restarting quickly (74 versus 69). With a legacy of poor service, ISPs may be encountering headwinds based on reputation when it comes to reliability in the eyes of customers. The widest gap emerges, however, relative to price paid. While all customers consider the costs associated with Wi-Fi equipment to be the worst part of their experience, those paying rental fees to their ISP (66) are far less satisfied than those purchasing third-party routers (72).

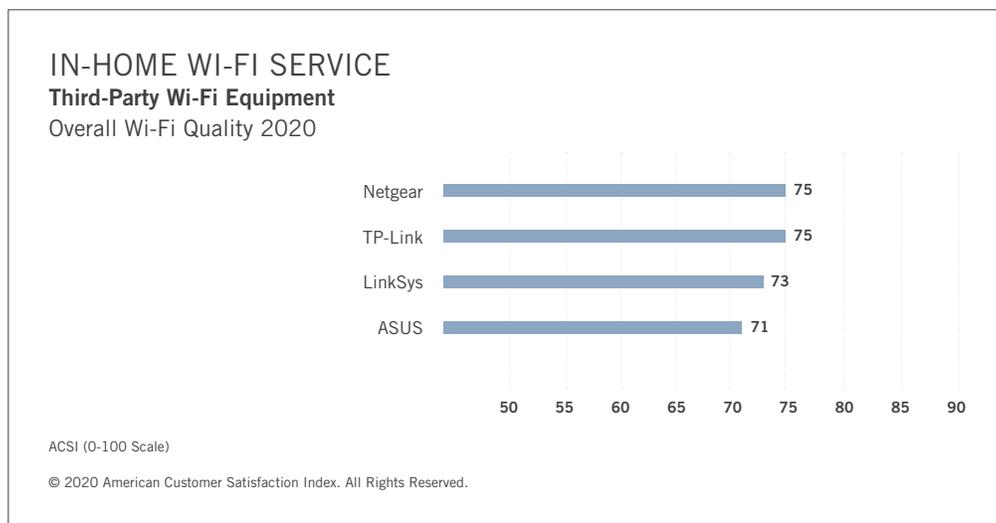
The ACSI also provides a measure of overall Wi-Fi quality for individual ISPs that is based on the evaluations of customers who use each provider's equipment. The overall Wi-Fi quality scores are based on seven benchmarks: security, multiple device connections, range, avoiding service loss, service restart, upload/download speed, and price paid.

Verizon Fios leads the field for Wi-Fi quality with a score of 77. Just as it does for customer satisfaction, Fios has a strong advantage over the other ISPs for Wi-Fi quality. In second place, Xfinity scores 72,

with Cox Communications at 71. AT&T Internet drops further behind Fios for Wi-Fi quality than it does for satisfaction, tying with several other providers at 70. Alone at the bottom with a poor score of 62, Frontier Communications' Wi-Fi quality fails to keep up with the rest of the industry.



With regard to third-party Wi-Fi equipment, Netgear and TP-Link are tied for overall Wi-Fi quality at 75, followed by LinkSys at 73 and ASUS at 71. Verizon's Fios is the only ISP to beat third-party leaders Netgear and TP-Link, with Xfinity edging out ASUS.



Fixed-Line Telephone Service

Customer satisfaction with fixed-line telephone service wanes 1.4% to an ACSI score of 70 as Americans increasingly turn to wireless phone service. A quarter of a century ago, the landline industry was capable of providing a much higher level of satisfaction (80) but cell phones have made this a dying industry within the telecom sector.

As consumers cut the cord on video and voice services in favor of streaming and wireless, cable-based telecom companies such as Comcast and Charter Communications have launched their own wireless phone service businesses. For landline service, only the most loyal customers remain, which is why company scores here tend to outpace ISP or subscription TV scores.

At the top of the industry, Verizon Communications (+1%) ties with Vonage at 74. A year ago, voice-over-internet protocol (VoIP) operator Vonage was alone in the number-one slot. This year a 4% decrease for Vonage brings it in line with Verizon and just 2 points ahead of AT&T (stable at 72). Despite the ACSI drop, Vonage remains the industry's value leader. Verizon, on the other hand, is best in class for keeping outages to a minimum.

The group of smaller landline providers loses ground, dropping 3% to 71 and staying just above the industry average. Consistent with its performance in the subscription TV and ISP categories, Comcast's Xfinity improves, although its gain for fixed-line service is smaller. Moving up 4% to 70, Xfinity now ties with the industry average. According to customers, Xfinity's bills are easier to understand compared to a year ago.

**AMERICAN CUSTOMER SATISFACTION INDEX:
FIXED-LINE TELEPHONE SERVICE**

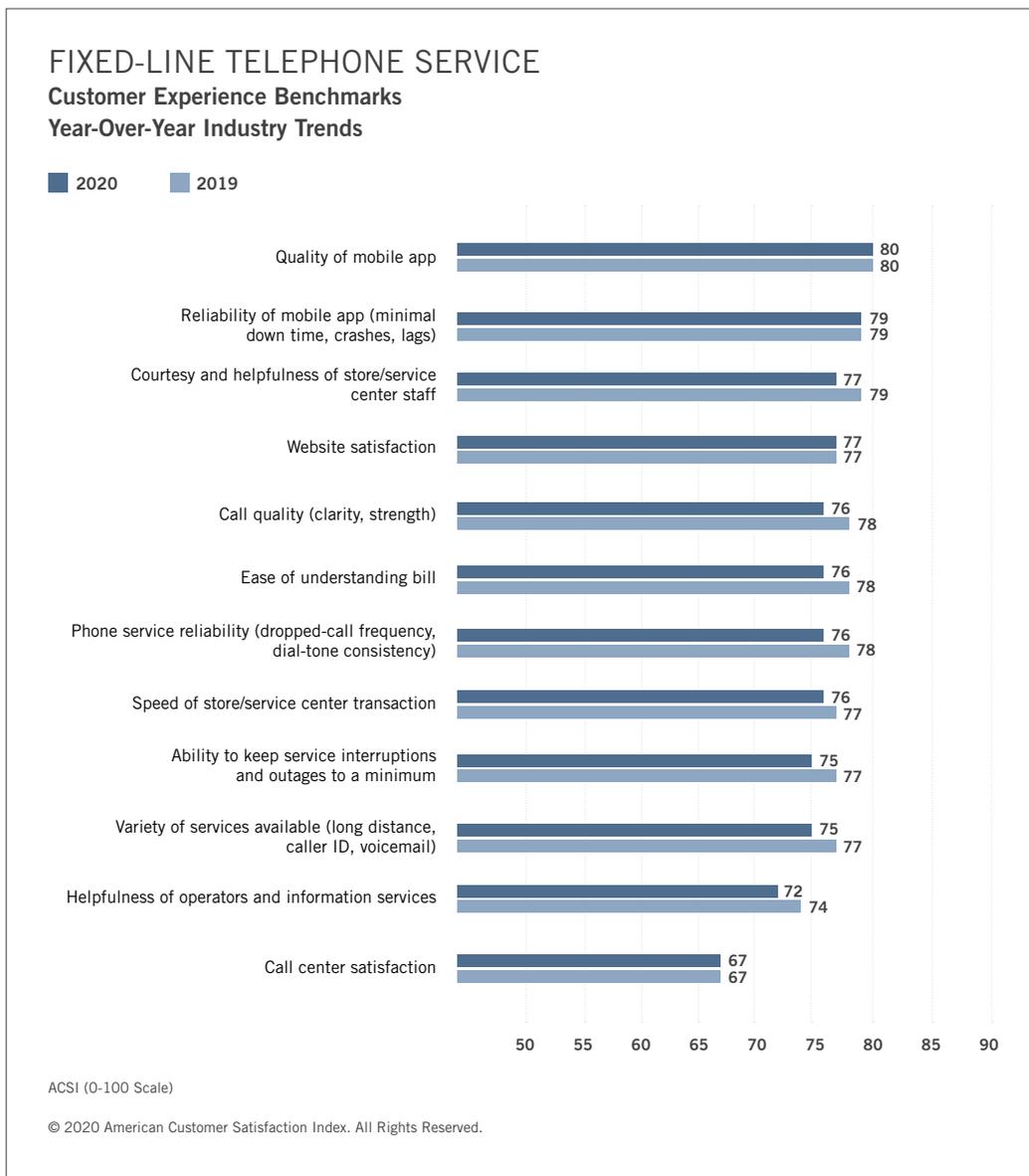
	2019	2020	% CHANGE
Fixed-Line Telephone Service	71	70	-1.4%
Verizon Communications	73	74	1%
Vonage	77	74	-4%
AT&T	72	72	0%
All Others	73	71	-3%
Xfinity (Comcast)	67	70	4%
Spectrum (Charter Communications)	67	68	1%
Optimum (Altice USA)	69	67	-3%
Cox Communications	67	66	-1%
CenturyLink	65	65	0%
Suddenlink (Altice USA)	61	65	7%
Windstream	64	63	-2%
Frontier Communications	61	59	-3%

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Charter's Spectrum inches up 1% to 68, moving ahead of Altice's Optimum, which falls 3% to 67. Cox Communications follows at 66 (-1%). Suddenlink (Altice USA) rises 7% to 65 and ties with CenturyLink (unchanged). While Suddenlink no longer ranks at the bottom for satisfaction, customer service is an issue for the company. Across all providers, Suddenlink rates worst in class for staff courtesy and helpfulness.

At the industry's low end, Windstream drops 2% to 63 and Frontier Communications falls 3% to 59. Frontier also holds last place for its internet service and video-on-demand offerings.

With customers flocking away from fixed-line and toward wireless phone service, the customer experience is not getting better for the industry. Call clarity and phone service reliability are less highly regarded (-3% to 76) and outages more frequent (-3% to 75). Bills are harder to understand (-3% to 76) and customers would prefer more service options (-3% to 75).



Mobile apps offered by fixed-line providers continue to rate highest at 80 for quality and 79 for reliability. Website satisfaction is also unchanged at 77, outpacing both subscription TV (74) and ISP websites (75).

While staff are deemed less courteous and helpful, in-person service remains on par with websites (-3% to 77). This is not the case for operators and information services, which score much lower at 72 (-3%). Call centers continue to be the worst aspect of the customer experience, showing no improvement at 67.

Video-on-Demand Service

Customer satisfaction with the video-on-demand (VOD) services of major cable, satellite, and fiber-optic subscription TV providers is up 1.5% to an ACSI score of 68. The gain reverses a loss from one year ago, and unlike the subscription TV or ISP categories, the improvement here is not widespread. Among nine companies, only three see satisfaction improve year over year. As OTT streaming services proliferate, the VOD services that are part of the traditional pay TV business model are generally being left behind for customer satisfaction.

AT&T's U-verse TV enjoys the top position in the industry after gaining 3% to 74. In comparison to the video streaming industry (ACSI score of 76), this would be a below-average score. Fios (Verizon Communications) drops down to second place at 71 (-1%), tying with satellite service DISH Network (unchanged). Rival satellite operator DIRECTV (AT&T) slips 1% to 69 for its VOD service.

Charter Communications' Spectrum gains 6% to meet the industry average of 68 after coming in last place one year ago. Spectrum subscribers feel that the number of movies available has improved. Likewise, Comcast's Xfinity improves 3% to 68, boosted by an increase in customer perceptions of value.

AMERICAN CUSTOMER SATISFACTION INDEX: VIDEO-ON-DEMAND SERVICE

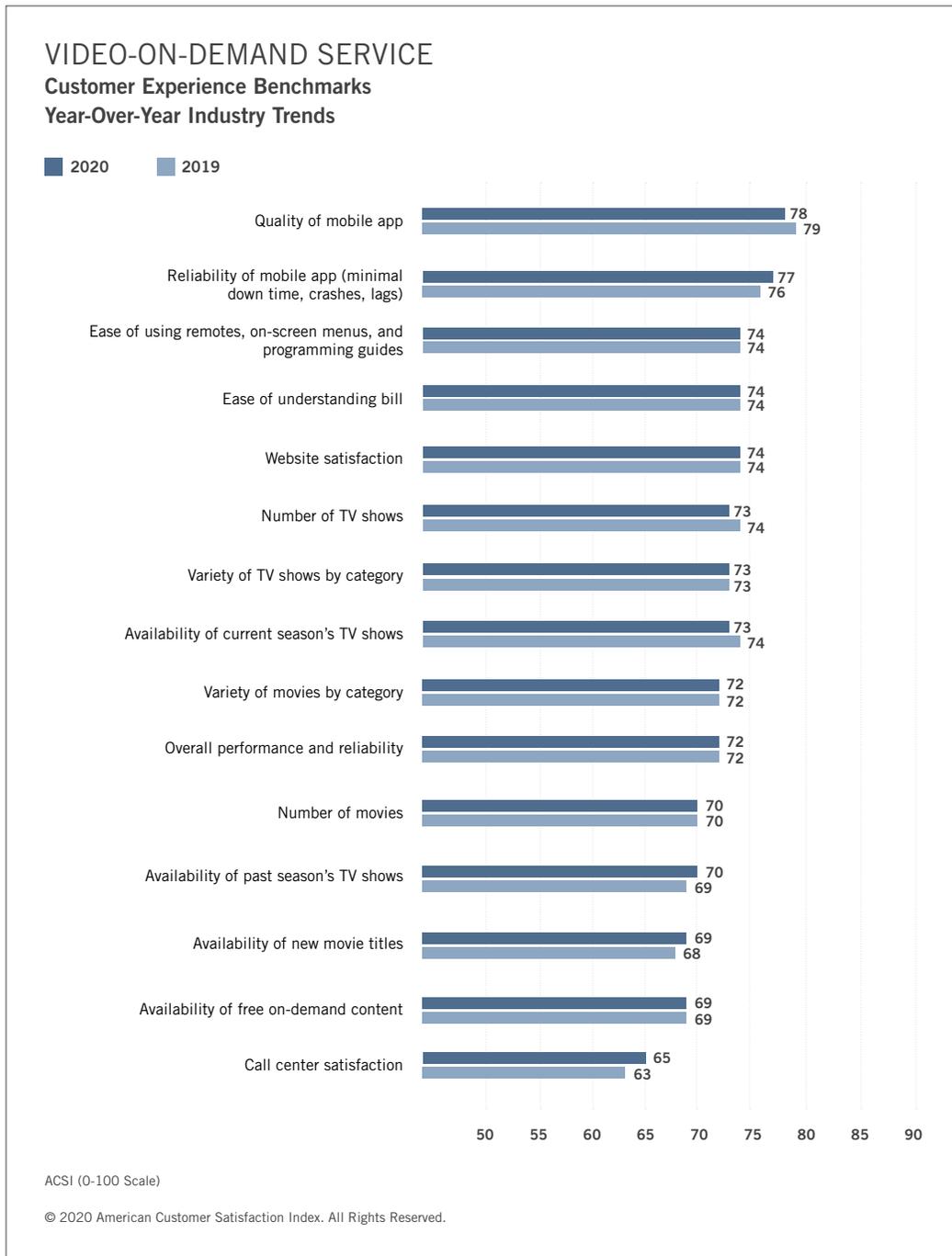
	2019	2020	% CHANGE
Video-on-Demand Service	67	68	1.5%
U-verse TV (AT&T)	72	74	3%
DISH Network	71	71	0%
Fios (Verizon Communications)	72	71	-1%
DIRECTV (AT&T)	70	69	-1%
Spectrum (Charter Communications)	64	68	6%
Xfinity (Comcast)	66	68	3%
Cox Communications	66	66	0%
Optimum (Altice USA)	66	65	-2%
All Others	65	64	-2%
Frontier Communications	67	64	-4%

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The VOD services of the remaining companies are below the industry average for satisfaction. Cox Communications is stable at 66, while Optimum (Altice USA) recedes 2% to 65. At the bottom of the category, Frontier Communications loses the most ground, falling 4% to 64.

Customers find that only a few aspects of the VOD customer experience are better this year and the changes are mostly small. Results for mobile apps are mixed, with quality dropping slightly to 78 and reliability up slightly to 77. Customers view mobile apps from video streaming services much more favorably (83 for quality and 81 for reliability). Likewise, websites for the VOD category (74) trail video streaming websites by a wide margin (81).



In general, VOD customers are more pleased with TV programming than with movie offerings. In particular, the number of TV shows (73) rates higher than the number of movies (70). Likewise, viewers are much happier with the availability of current season's TV shows (73) compared to new movie titles (69). Past season's TV shows, however, fall on the lower end despite some improvement (70).

Viewers continue to be dissatisfied with the availability of free on-demand content (69). Despite showing some improvement, call centers continue to perform poorly (+3% to 65).

Video Streaming Service

As more viewers drop their traditional pay TV bundles, major companies such as AT&T's WarnerMedia and Comcast's NBCUniversal are launching OTT streaming services that will likely debut in the Index next year. Along with the new HBO Max and Peacock, short-form mobile video platform Quibi has thrown its hat into the streaming ring. All three services launched after the ACSI interview period ended.

With more and more Americans stuck at home, video streaming overall has the lock on customer satisfaction among telecom industries. With a stable ACSI score of 76, video streaming outpaces subscription TV by a yawning gap of 12 points. This year, video streaming service Disney+ sets the bar even higher, debuting in the ACSI with the top score across all five telecom categories.

When it comes to entertainment, Disney is hard to beat and its new streaming service Disney+ proves just that with a first-time ACSI score of 80. This puts the service at the top of video streaming for customer satisfaction, ahead of former leader Netflix—the company that jumpstarted the industry. Six months after its November 2019 launch, Disney+ had 54.5 million subscribers worldwide. The service has broad appeal to families with content spanning Walt Disney Studios, Pixar, Marvel, National Geographic, and the Star Wars universe—including the breakout series “The Mandalorian.” According to viewers, Disney+ is a standout across much of the customer experience and its original content rates best in class.

As Netflix hands the customer satisfaction crown over to Disney+, its ACSI score slips 1% to 78—still good enough to hold second place. Netflix remains the largest streaming service by far, with about 183 million subscribers worldwide. Amid the COVID-19 crisis, Netflix added nearly 16 million subscribers worldwide in the first quarter of 2020. Customer satisfaction for Netflix, however, is not showing gains. The company reported slower-than-expected U.S. subscriber growth in the fourth quarter as lower-priced competitors like Disney+ entered the market. Earlier in 2019, Netflix implemented its biggest price hike ever. Netflix is also losing rights to some content such as “Friends” as companies like WarnerMedia launch their own services. According to customers, Netflix lags leader Disney+ substantially with regard to value.

Hulu, now controlled by Disney, closes in on Netflix this year, up 1% to 77. Likewise, the Apple TV App (formerly Apple iTunes) is up 1% to 77. Hulu offers a variety of recent and older TV shows—reportedly over 85,000 episodes, including its originals. Viewers appreciate the number of TV shows that Hulu offers, and it surpasses nearly every streaming service on this measure.

**AMERICAN CUSTOMER SATISFACTION INDEX:
VIDEO STREAMING SERVICE**

	2019	2020	% CHANGE
Video Streaming Service	76	76	0.0%
Disney+	NM	80	NA
Netflix	79	78	-1%
Apple TV App	76	77	1%
Hulu	76	77	1%
All Others	72	76	6%
Amazon Prime Video	76	76	0%
Microsoft Store	77	76	-1%
CBS All Access	75	75	0%
Starz	72	75	4%
Twitch (Amazon)	75	75	0%
YouTube TV (Google)	75	75	0%
Apple TV+	NM	74	NA
Google Play	75	74	-1%
HBO (AT&T)	74	74	0%
AT&T TV NOW	69	72	4%
Vudu (Walmart)	75	72	-4%
Showtime (CBS)	71	71	0%
Sling TV (DISH Network)	74	71	-4%
Sony Crackle	68	68	0%

NM = Not Measured
NA = Not Available

0-100 Scale

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The group of smaller streaming services shows strong improvement this year, rising 6% to match the industry average of 76. Amazon Prime Video, available to Prime members at no additional cost, stays put at 76 and ties with Microsoft Store (-1%).

Four services are just below the industry average with scores of 75. Among this group, Starz has improved customer satisfaction significantly, up 4% year over year. CBS All Access, Amazon's Twitch, and Google's YouTube TV are all unchanged. CBS All Access, dedicated to CBS content, offers on-demand and live TV. Subscribers are highly pleased with the service's availability of current season's TV shows where it is deemed best in class.

Apple TV+ debuts in the ACSI with a below-average score of 74, tying both Google Play (-1%) and AT&T's HBO (unchanged). Like Disney+, Apple TV+ launched in November. Its viewers, however, appear to be far less impressed than Disney+ viewers. Apple TV+ offers a relatively small slate of

new and original programming only. While it costs just \$4.99 per month, those purchasing an Apple device get one year for free. Despite this, Apple TV+ comes in below average for both value and original programming. Recently, Apple began the process of acquiring older movies and TV shows to build up a back catalog of content. It will be interesting to see if this improves customer satisfaction in the future.

On the low end of the industry, AT&T TV NOW (formerly DIRECTV NOW) gains 4% to 72. Despite the improvement, the service has been losing subscribers, with 219,000 departing in the fourth quarter of 2019 alone. Meanwhile, parent AT&T has been concentrating its promotion toward the new AT&T TV and HBO Max.

Moving in the opposite direction, Walmart's Vudu drops 4% to 72. For Vudu, customers find that much of their experience has gotten worse this year. Vudu has entered into an agreement to be purchased by Comcast's Fandango.

Staying close to the bottom, CBS's Showtime is unchanged at 71. DISH Network's Sling TV loses ground, falling 4% to match Showtime. In the fourth quarter of 2019, Sling TV lost subscribers for the first time since its 2015 launch. Sony's Crackle continues to be the least satisfying streaming service, unmoved at an ACSI score of 68.

Customers feel that most aspects of the video streaming customer experience are the same or slightly improved. Slight downturns for mobile apps do not keep them from being highly regarded with scores of 83 for quality and 81 for reliability. Bills are easy to understand (81) and website satisfaction is outstanding (81). Call centers (74) are far less satisfying than websites, but they outpace other telecom categories.

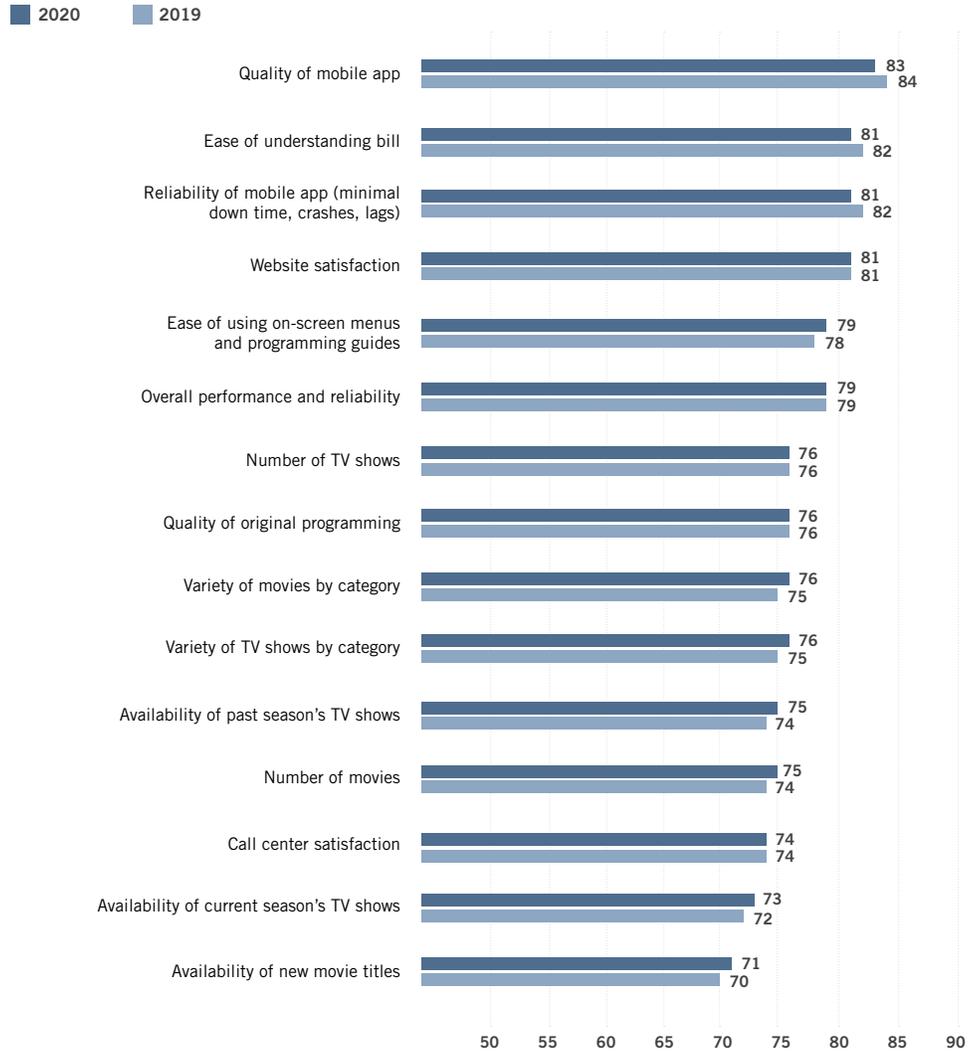
According to viewers, the video streaming industry overall does a much better job than the VOD services of traditional pay TV operators. Overall reliability and performance for video streaming is stable at 79, far ahead of VOD service (72). Likewise, programming guides and menus are much easier to use (79 versus 74 for VOD). The one area where VOD service matches video streaming is the availability of current season's TV shows—and both show room for improvement (73).

Streaming subscribers give other aspects of TV and movie programming mostly mid-range scores of 75 to 76, including the number of TV shows or movies available and their variety. The area that needs the most attention is the availability of new movie titles (71), although VOD service rates even lower (69).

VIDEO STREAMING SERVICE

Customer Experience Benchmarks

Year-Over-Year Industry Trends



ACSI (0-100 Scale)

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About This Report

The *ACSI Telecommunications Report 2019-2020* on fixed-line telephone service, internet service providers, subscription television service, video-on-demand service, and video streaming service is based on interviews with 46,504 customers, chosen at random and contacted via email between April 15, 2019, and March 20, 2020. Customers are asked to evaluate their recent experiences with the largest telecommunications service providers in terms of market share, plus an aggregate category consisting of “all other”—and thus smaller—companies in those industries.

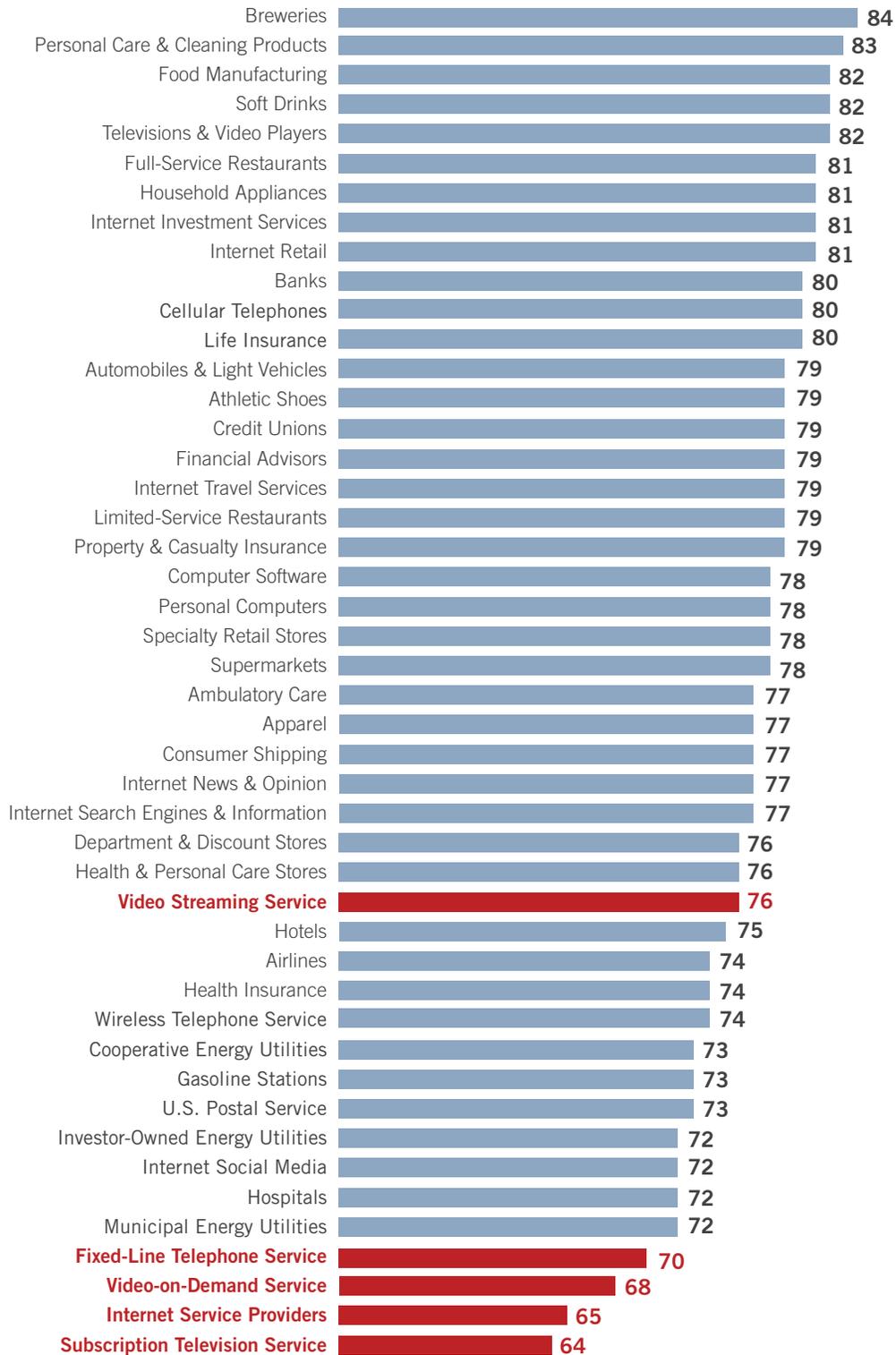
The survey data are used as inputs to ACSI’s cause-and-effect econometric model, which estimates customer satisfaction as the result of the survey-measured inputs of customer expectations, perceptions of quality, and perceptions of value. The ACSI model, in turn, links customer satisfaction with the survey-measured outcomes of customer complaints and customer loyalty. ACSI clients receive confidential industry-competitive and best-in-class data on all modeled variables and customer experience benchmarks.

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