

Topic: BMMA End-User Research on OTT Readout

This call will cover the results from our yearly BMMA End-User Research, including several key topics such as:

- Internet Services & Devices in the Home
 - Sources and uses of internet in the home
 - Wi-Fi penetration, satisfaction, and potential features
 - Role in protecting children
- IOT – Devices/Smart Home/Home Security
 - Home automation and smart home device uses and concerns
- Video
 - Traditional TV satisfaction, reasons for disconnect, and suggestions to improve customer satisfaction
 - OTT video services penetration, satisfaction, and preferred revenue source
- Demographics

Presenter: Margaret Raines, Marketing Manager – ResearchFirst, Inc.



Margaret Raines joined ResearchFirst, Inc. in December 2019. She holds a Bachelor of Economics degree from Louisiana State University, and a Master of Business Administration with a concentration in Consumer Behavior and supporting concentration in International Business from Tulane University. She brings experience from marketing and consulting firms, where she performed work including primary and secondary marketing research, promotions, relationship management, and strategy development.