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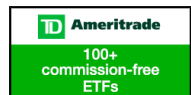
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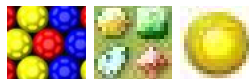
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A Closer Look at AT&T's New Over-the-Top Services



By Ray Sheffer
April 6, 2016 4:44 PM



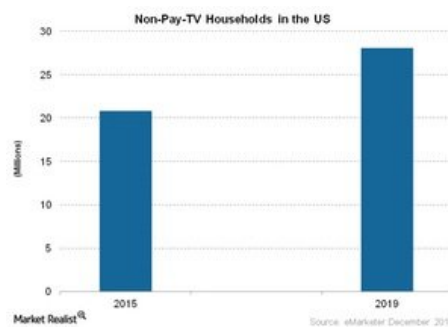
A Look at AT&T's Recent Performance and New Initiatives

(Continued from Prior Part)

AT&T's new OTT services

In the last part of the series, we learned about the unlimited data plan that AT&T (T) plans to initiate on May 23, 2016, for its U-verse Internet customers. We also learned that the company is expanding the data buckets of select U-verse Internet subscribers starting on the same date.

According to a Wall Street Journal report, "AT&T is raising data limits on its home broadband plans, and offering a new unlimited option to customers, as the carrier gears up to offer its DirecTV service over the Internet later this year."



The same report also mentioned that AT&T "plans to start offering a version of the satellite television service over the Internet, or 'over the top,' later this year, eliminating the need for a satellite dish to access the service."

Beginning in 4Q16, as per the company, AT&T plans to initiate three services: DIRECTV (DTV) Now, DIRECTV Mobile, and DIRECTV Preview.

Opportunities for AT&T's over-the-top service in US non-pay TV households

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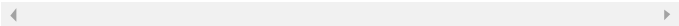
The market that AT&T is targeting with DIRECTV Now, DIRECTV Mobile, and DIRECTV Preview is expected to grow in the medium term in the United States. According to a report by eMarketer and as you can observe in the above chart, non-pay TV households in the United States are expected to rise from ~20.8 million in 2015 to ~28.1 million in 2019.

For diversified exposure to telecommunications companies in the United States, you may want to consider investing in the iShares Russell 1000 Value ETF (IWD). IWD held a total of ~2.7% in AT&T, Verizon (VZ), Level 3 Communications (LVL), CenturyLink (CTL), and T-Mobile (TMUS) at the end of March 2016.

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