

Advancing Telecom & Entertainment Through Insights

For more than 30 years, leading telecom and entertainment brands have trusted KS&R to make sense of an industry in constant motion – evolving from the days of payphones and dial-up to today’s world of streaming, on-demand content, broadband and more.

Our experience in these dynamic sectors gives us a **deep understanding of how audiences communicate, connect, and consume.**

Every study we design is **custom-built** to uncover the insights that help our clients make smarter, faster, and more confident decisions.

Client-Centric Approach

KS&R’s **industry-based team structure** ensures every client engagement is led by specialists with **extensive category knowledge**. Our focused team brings relevant experience, proven methodologies, and a shared commitment to translating insights into meaningful business outcomes. Within our Telecom, Entertainment & Recreation (TE&R) team, **projects are guided by experts with at least a decade of industry experience**, who understand the forces reshaping how people connect and consume content.

Who We Empower

We help telecom and entertainment companies answer critical questions at **every stage of the product and service lifecycle**. Our team conducts custom research that delivers insights across key areas – including internet, mobility, streaming, video, voice, social media, and security – spanning **both consumer and business markets**.

Trusted Expertise

KS&R is a research partner trusted by many of the world’s leading brands. Our **ISO-certified operations** uphold the highest standards of quality, and our recognition as a **Top 50 Market Research & Data Analytics Firm** reflects our continued leadership in the industry. Most importantly, we turn research into clarity – delivering insights that drive real business decisions.

Start the conversation...



Jennifer Longo, Vice President
jlongo@ksrinc.com



Mike Bard, Vice President & Principal
mbard@ksrinc.com



Michelle Aubertine, Director
maubertine@ksrinc.com

What We Do

Understanding the Market

- Market Sizing / Market Share
- Attitude & Usage
- Segmentation

Product & Service Development

- Concept Testing
- Product & Feature Optimization
- Pricing Research
- Usability Testing

Marketing & Sales

- Value Prop / Message Testing
- Ad Testing
- Campaign Effectiveness

Assess & Improve

- Path to Purchase
- Win / Loss
- Customer Satisfaction & Loyalty
- Brand Perceptions / Brand Health

Topics are often ongoing tracking studies

How We Do It

Quantitative

- Conjoint Analysis (choice based, menu-based)
- MaxDiff
- Emotion Measurement
- Segmentation
- Regression Modeling
- Key Driver Analysis

Our quantitative work is defined by the quality of our data. **KS&R maintains strict data validation and respondent integrity standards** to ensure all analysis is grounded in accuracy and reliability, giving clients confidence in their decisions.

Qualitative

- Focus Groups (Virtual & In-person)
- In-depth Interviews (Virtual & In-person)
- Ethnography (In-person & Mobile)
- Design Workshops
- User Experience / UX Testing
- Mystery Shopping / Intercepts

Our **RIVA-trained moderators, specializing in telecom and entertainment**, bring deep industry understanding to every discussion. Their expertise ensures conversations go beyond surface reactions to uncover the motivations truly driving audience behavior