

# Modern Broadband: Forces Driving High-Speed Broadband Subscriptions

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By Brett Sappington, Director of Research

### Synopsis

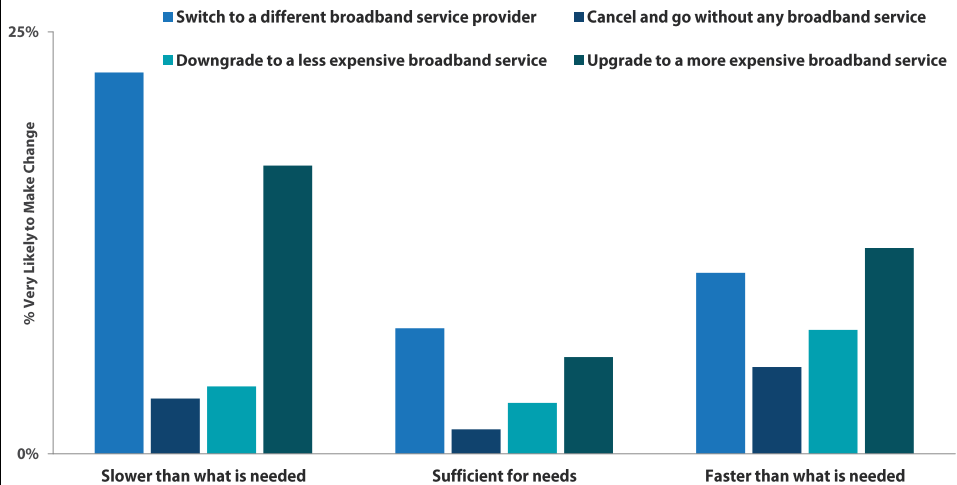
Operators use a variety of strategies and tactics to keep subscribers and to lure subscribers away from competitors. As the industry moves to faster tiers of broadband speeds, providers will struggle to differentiate services and to explain why consumers need one Gigabit-speed service over another. This report examines trends in broadband services and the ways in which operators will compete for and hold onto subscribers in a world of high-speed broadband.

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### Consumer Perceptions and Intentions to Change

#### Likelihood of Making Changes to Broadband Service by Perception of Broadband Speed

U.S. Broadband Households



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“The time and cost of network improvements, in-home networking bottlenecks, latency, and heightened risks for operators and consumers remain the greatest challenges to gigabit-speed service rollout, adoption and quality of experience,” said Brett Sappington, Director of Research.

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## List of Companies

Alibaba	Meerkat
Altibox	MyRepublic
AT&T	NBN
Baidu	NTT
Bouygues Telecom	OneGigabit
Bredbandsbolaget	PCCW
Bright House	Periscope
Cable ONE	PLDT
Cablevision	RCS&RDS
Canby Telecom	Rogers Cable
CenturyLink	SingTel
Charter	SK Telecom
Chorus	Skype
Chunghwa Telecom	Snapchat

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Broadband Subscriptions**  
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Cincinnati Bell	Softbank
Comcast	Sonera
Consolidated Communications	StarHub
Cox Communications	STC
Etisalat	Suddenlink
Facetime	Swisscom
FairPoint	TDS Telecom
FCC	Tele2
Free	Telia
Frontier Communications	Tencent
Globe Telecom	Time Warner Cable
Google	Turkcell
HKBN	Verizon
HKT	Videotron
KDDI	Vodafone
KT	Wi-Fi
Latttelecom	Windstream
LG U+	WOW
Liberty Global	Yahoo Japan
M1	Zon
Mediacom	

Attributes	
<p>Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248</p> <p>800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax</p> <p>parksassociates.com sales@ parksassociates.com</p>	<p>Authored by Brett Sappington Executive Editor: Jennifer Kent Published by Parks Associates</p> <p>© December 2015 Parks Associates Dallas, Texas 75248</p> <p>All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.</p> <p>Printed in the United States of America.</p> <p><b>Disclaimer</b> Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.</p>