

US Cable Companies Getting Down to Business – Again

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Abstracts

At various times over the past 20 years, cable companies have attempted to enter the enterprise market. These attempts met limited success and the cable companies remained focused on the consumer mass market. Recently, however, the major US cable operators have created enterprise and wholesale divisions geared towards sustainable progress in business markets. With enterprises, wireless operators, and intermediaries seeking more service options, the cable companies have an opportunity for new business and revenues if they can get their act together.

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