

Modern Broadband: Competition and Retention at Gigabit Speeds

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Abstracts

An increasing number of providers across global markets offer, or are testing, gigabit-speed broadband services, pushing new fixed-line data offerings to data-hungry consumers. This report examines current competition in gigabit-speed services as well as operator strategies to retain subscribers in the face of such high-speed competition. The report analyzes broadband churn and cord cutting, as well as reasons and likelihood for each, and provides five-year forecasts for fixed-line broadband subscribers.

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