

# Modern Broadband: Forces Driving High-Speed Broadband Subscriptions

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## Abstracts

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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