



New Coalition to Promote Policies that Foster Increased Home Broadband Competition

Spectrum for Broadband Competition launches 'End the Cableopoly' campaign to highlight cable industry attempts to starve competition of the spectrum needed to expand access

WASHINGTON, D.C. FEBRUARY 10 – Spectrum for Broadband Competition launched today, bringing together a coalition of industry leaders to advocate for spectrum policies that foster increased competition, consumer choice and innovation in the home broadband market. The coalition also launched its first campaign, '[End the Cableopoly](#),' highlighting the cable industry's attempts to undermine competition from 5G home broadband by starving wireless providers of the spectrum needed to expand access and help close the digital divide. The coalition's founding members include 5G Americas and CTIA.

"We are excited to join the Spectrum for Broadband Competition coalition and work alongside industry leaders to expand access to the licensed spectrum necessary to bring increased competition to America's home broadband market," said Viet Nguyen, President, [5G Americas](#). "This competition is critical to ensuring all consumers benefit from having real choice in home broadband."

For decades cable companies have avoided real competition and carved up the country into regional monopolies. This lack of competition has resulted in poor service and wide gaps in coverage.

Today, thanks to the more than \$215 billion wireless providers have invested to expand their networks and offer new 5G home broadband service, consumers are benefiting from real competition and choice. Consumers are more than 8 times more likely to recommend 5G home broadband than cable, and over the past three years, 99 percent of all net new broadband subscribers chose 5G.

In response, the cable industry has launched a massive influence campaign designed to block wireless companies from gaining access to new spectrum needed to expand competition and offer service to more Americans. Spectrum for Broadband Competition will focus on countering these efforts by highlighting the cable industry's anti-competitive behavior and advocating for policies that foster increased home broadband market competition.

"We are proud to join this coalition to ensure that all Americans benefit from the better service that comes with real broadband choice," said Nick Ludlum, SVP and Chief Communications Officer, [CTIA](#). "As consumers flock to 5G home broadband, policymakers must see the cable industry's attempts to preserve their monopolies for what they are and act now to preserve the first real home broadband competition that many Americans have ever had."

To learn more about Spectrum for Broadband Competition, visit www.endthecableopoly.org.

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Spectrum for Broadband Competition is an industry coalition advocating for the importance of licensed spectrum to advance home broadband competition, consumer choice and innovation.