

# Why The Cableopolies Hate 5G Competition

After decades of monopoly profits at the expense of the American consumer, cable companies are facing real competition.

American consumers love that 5G Home Broadband has brought competition and real broadband choice. Americans are breaking up with their Cableopoly in record numbers.

Cable could compete with 5G with a better product or better service. Instead, cable has launched a massive D.C. influence campaign to starve wireless of the spectrum needed to compete.

You know, what a monopolist would do.



To ensure more Americans benefit from the better service that comes with home broadband choice, America needs more full-power, licensed spectrum for 5G.

## Because 5G Home Broadband...

### Offers Consumers a Choice.

Over 80M Americans live in a home broadband monopoly market. Cable companies like Comcast and Charter divide up the country and never compete. Thanks to 5G and more than **\$300B** invested by wireless companies in the past decade, Americans are dumping cable and flocking to 5G Home Broadband. Consumers could save over **\$8B annually** if wireless companies had more spectrum.

### Is Affordable & Easy to Use.

Some consumers switch because of the price of 5G Home Broadband. Some like the ease of installation (you don't need wait around for a 9 AM to 6 PM appointment window). Some like the speed that does everything they need. Some are just fed up and want to break up with their Cableopoly. All of them love having a choice.

### Makes Consumers Happy.

In survey after survey, 5G comes out far ahead of cable in its Net Promoter Score, a metric based on whether a consumer would recommend an offering to a friend. Consumers are **eight times** more likely to recommend 5G Home Broadband than cable.

### Is Closing the Digital Divide.

Almost 20% of new 5G Home subscriptions are new to home broadband. That's especially true in rural America where many Cableopolists do not bother to serve, focusing only on profitable suburban areas. Accenture found 5G Home can help reach over **40% of rural America**.

### Is Upsetting Cable's Dominance.

After years of winning almost all new broadband customers, cable is now losing quarter after quarter. For the past three years, 5G represented **nearly all** new broadband subs. Today, there are already almost **12 million** 5G home connections.



5G Home Broadband "has the highest customer satisfaction."

**J.D. POWER**



"Fixed Wireless  
Trounces Cable in Net  
Promoter Scores"

**99%**  
of net new broadband  
subscribers chose 5G  
home over past 3 years

