

Pulling Back the Curtain on the Cableopoly's Playbook

Cable Started Caring About Spectrum When They Started Losing Customers

Cable has scrambled to assuage investors that 5G Home Broadband is a temporary threat. They have lost, on average, 70% of their market value since 5G Home took off in Q1 2021. They repeatedly promise Wall Street the Cableopoly will be back soon, as long as wireless does not get any more spectrum. Wireless data has almost doubled in the past three years, and studies have shown wireless needs over 400 megahertz of spectrum to meet future consumer demand by 2027.

Cable's play? Work overtime in DC to block 5G spectrum access.

Congress and the Administration Said America Needs More Spectrum for 5G. Cable Says "No Dice"

Congress recently passed legislation calling on the FCC to repurpose at least 300 megahertz of non-federal spectrum for 5G use, opening the door to rethinking the CBRS and upper 6 GHz bands—among others—for wireless use. President Trump issued a memorandum supporting the need to identify a 'significant volume' of 5G spectrum to maintain America's wireless leadership. **Cable's play? Desperately attack the Trump Administration to further restrict spectrum access.**

Cable Claims They Need More Spectrum While Sitting on Loads of Unused Spectrum

Cable claims they desperately need more spectrum to support Wi-Fi usage, and they want to retain CBRS and 6 GHz spectrum. Yet, Cable does not use the CBRS licenses they already have. And they are telling investors a different story: Cable says they are in "no rush" to use CBRS spectrum, preferring to resell wireless providers' service and not pay the cost of deploying their own mobile networks. Drive tests back this up—in cities across the country, CBRS licenses owned by Cable go 100% unused years after the auction. Cable tells those same investors that they got effectively 3 times the spectrum as 5G did with C-Band for free with the 6 GHz Wi-Fi giveaway. They say they have 1200 megahertz of empty Wi-Fi spectrum with no devices using it yet. **Cable's play? Make absurd spectrum demands to benefit the Cableopoly and hurt competition.**

Americans love that 5G Home Broadband has brought competition and real broadband choice. The Cableopoly is so desperate to prevent competition, they're even attacking the Trump administration for trying to make more spectrum available for 5G.

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NCTA Statement on the Presidential Memorandum on Spectrum

"The Administration's statement regarding the lower 7 GHz band slows American innovation..."



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