

# 5G Competition is Forcing Cable to Discover Affordability (And They're Not Thrilled)

5G is bringing real competition to the U.S. broadband market, which is good news for Americans' wallets. Thanks to 5G, home broadband **prices dropped 3%** in a year, according to the Wall Street Journal. That didn't happen because cable companies suddenly felt generous. **It happened because 5G showed up.**

Competition is forcing the Cableopoly to face the fact that they are no longer the only game in town. And as customers increasingly cut the cord, the Cableopoly is reluctantly introducing price-lock guarantees and discounted plans. One UBS analyst summed it up: "The cable companies went from gaining subscribers and raising rates every year to declining subscribers and giving people price locks."

Turns out, when the Cableopoly is forced to compete, cable service gets a lot more affordable. You can't charge Boardwalk prices when there are now more players on the board.

 LightReading  
Comcast unleashes five-year price lock  
on broadband

 FIERCE  
Network  
"After shedding a whopping 199,000 broadband  
customers in Q1 2025, Comcast launched new  
internet plans across the country touting 'simple,  
predictable pricing'."

 CNBC  
"Charter's Spectrum is unveiling new broadband  
pricing and customer service changes...as [cable  
companies] contend with slow broadband  
customer growth and defections."

END THE  
 CableOPOLY

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

SPECTRUM  
FOR BROADBAND COMPETITION