

## Technology Leadership Perception Remains Key Benefit of Gigabit Broadband Deployments

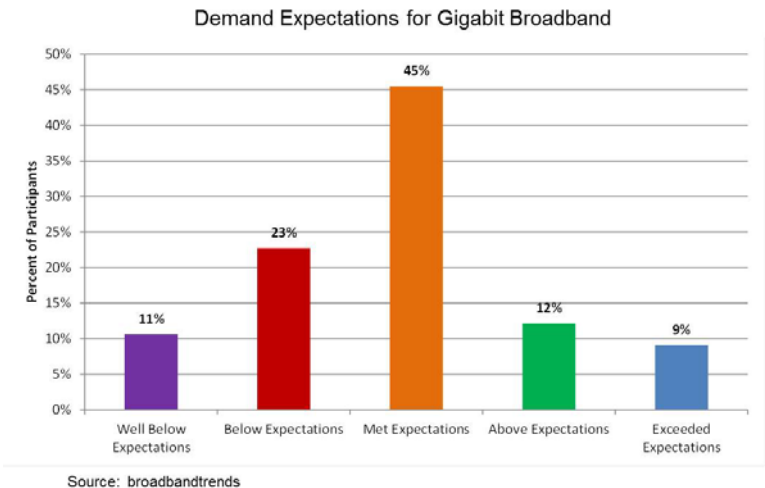
Roanoke, VA November 17, 2016: Market Research firm, Broadbandtrends released excerpts from its 2016 **Global Service Provider Survey – Gigabit Broadband Services**, which provides insight into the current state of the market; how operators are approaching the gigabit broadband market; and its impact on their business, as well as what challenges lie ahead.

### Analyst Comment:

“Technology Leadership Perception and the “halo-effect” it creates remains a key benefit from offering Gigabit broadband, often resulting in gains in both subscribers and revenues – even if they do not take the Gigabit option,” states Teresa Mastrangelo, principal analyst with Broadbandtrends.

### Survey Highlights:

- ▶ *Unclear Return on Investment (ROI) was the #1 concern cited by operators*
- ▶ *The impact to overall network traffic from Gigabit Broadband services has been minimal, easing fears of increased backhaul costs*
- ▶ *Gigabit Broadband Demand is meeting or exceeding expectations for 66% of operators*
- ▶ *61 percent of operators are offering symmetrical Gigabit Broadband to residential customers*
- ▶ *Multi-gigabit residential broadband remains nascent*
- ▶ *Strong interest in NG-PON2 starting in 2017 & G.fast for MDU applications*
- ▶ *Ultra HD (4KTV) showed the most promise as a future application over Gigabit Broadband, along with Smart Home services, such as automation, security and energy management*



### About this Report:

For its 29-page **Gigabit Broadband Services Survey**, Broadbandtrends interviewed key decision makers at 66 broadband operators (ILEC, CLECs, Municipalities, Utilities, Wireless, Cable and Alternative over-builders) in North America, EMEA, Asia Pacific, and CALA that were actively deploying Gigabit Broadband Services. This survey provides insight into length of time offering Gigabit Broadband; key benefits; key challenges; deployed technology; service offerings (current & future); impact on network traffic; Gigabit Broadband availability; current take rates; as well as impact on overall broadband demand .

For additional information or to purchase the report, please contact Teresa Mastrangelo at 540.725.9774 or [teresa@broadbandtrends.com](mailto:teresa@broadbandtrends.com) or visit <http://www.broadbandtrends.com/reports> to purchase online.