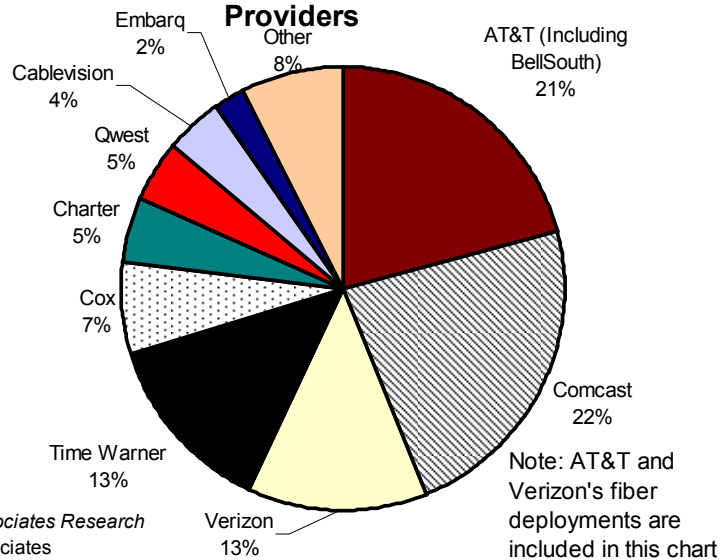


Synopsis **Market Share of Leading Broadband Service Providers**

This report highlights current broadband market conditions, analyzes significant events impacting future development, addresses the outlook for fiber and other alternative access methods, examines the market potential of value-added services, profiles consumer perspectives regarding broadband and value-added services, and forecasts future growth.

Market Share of Leading Broadband Service Providers



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"Competition among leading service providers has intensified, with the top four service providers owning more than 70% of the market," said James Kuai, research analyst at Parks Associates. "In order to compete with the cable MSOs in the long term, the two major telcos have shifted their focus from low-priced DSL services to fiber deployment, which can lead to better ARPU, higher customer loyalty, an integrated service bundle, and more advanced features."

Contents

The Bottom Line is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

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 Telus Broadband Packages

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