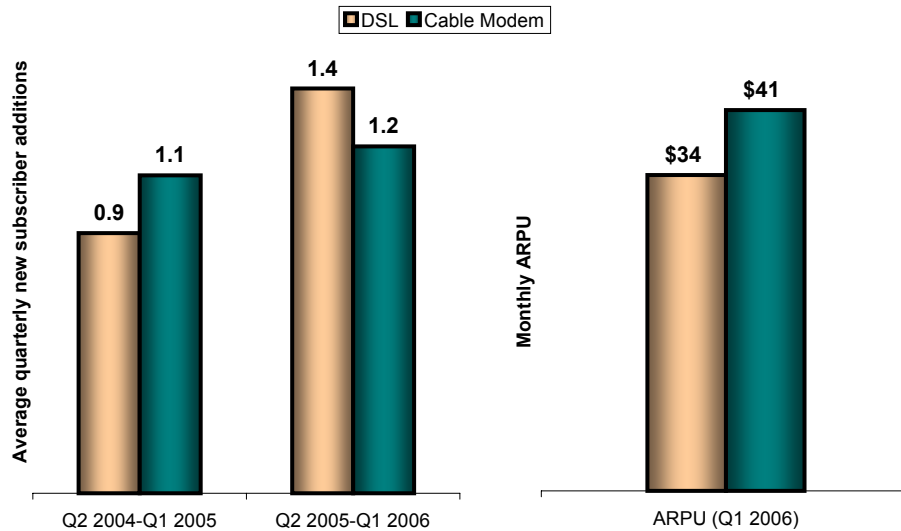


Synopsis

This report analyzes recent market trends and significant events impacting future developments in the broadband market. It also addresses the outlook for fiber and other alternative access methods, examines the market potential of VAS and bundled services, and profiles consumer perspectives regarding broadband and bundled services.

DSL vs. Cable: New Subscribers and ARPU

DSL Gains Market Share But Loses ARPU



Source: *Broadband Market Updates: beyond Bandwidth*
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"For the next few quarters, DSL service providers will continue to lead in new-subscriber growth," said Yuanzhe (Michael) Cai, director of broadband and gaming at Parks Associates. "Nevertheless, price strategies may work in the short run, but in the long term, DSL service providers need to create appealing multiplay service bundles. Cable operators have leveraged their bundling strategies to conceal broadband price differentials and maintain strong subscriber growth while keeping a consistent ARPU and low churn rate."

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.

The Bottom Line

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Broadband Market Updates: Beyond Bandwidth

By Yuanzhe (Michael) Cai, Director, Broadband & Gaming

2Q 2006

Qwest Subscriber Base
Qwest DSL Packages
Bell Canada Enterprises Financial Overview
Bell Canada Subscriber Base
Bell Canada Broadband Packages
SureWest Financial Overview
SureWest Subscriber Base

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