

# The market has spoken. The market is broken.

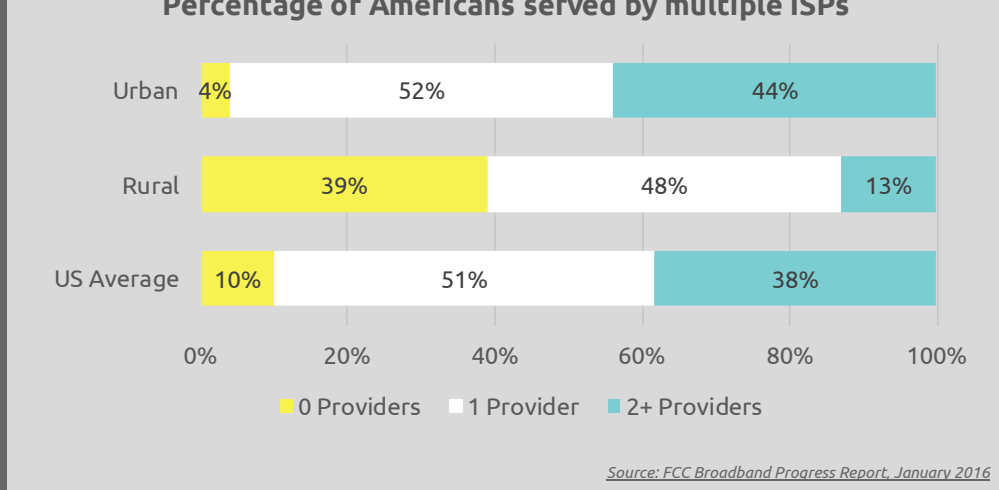
Americans are overwhelmingly dissatisfied with their Internet Service Providers. So why aren't they switching?

## Subscribers are frustrated with...

- ✗ Constantly increasing rates
- ✗ Notoriously poor customer service
- ✗ Slow speeds
- ✗ Misleading prices



## ...but have little choice.



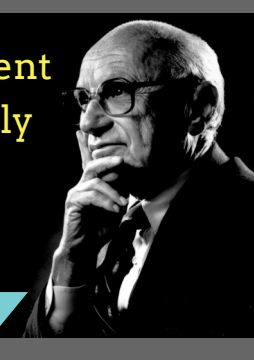
## The American Broadband Monopoly

The FCC's definition of "basic broadband" is a **25 Mbps download speed** and a **3 Mbps upload speed**.

**10%** of Americans can't purchase this speed at all, and **51%** can "choose" from one provider.

"Monopoly exists when a specific individual or enterprise has sufficient control over a particular product or service to determine significantly the terms on which other individuals shall have access to it."

—Milton Friedman, *Capitalism and Freedom*



## Satisfaction plummets while profits skyrocket



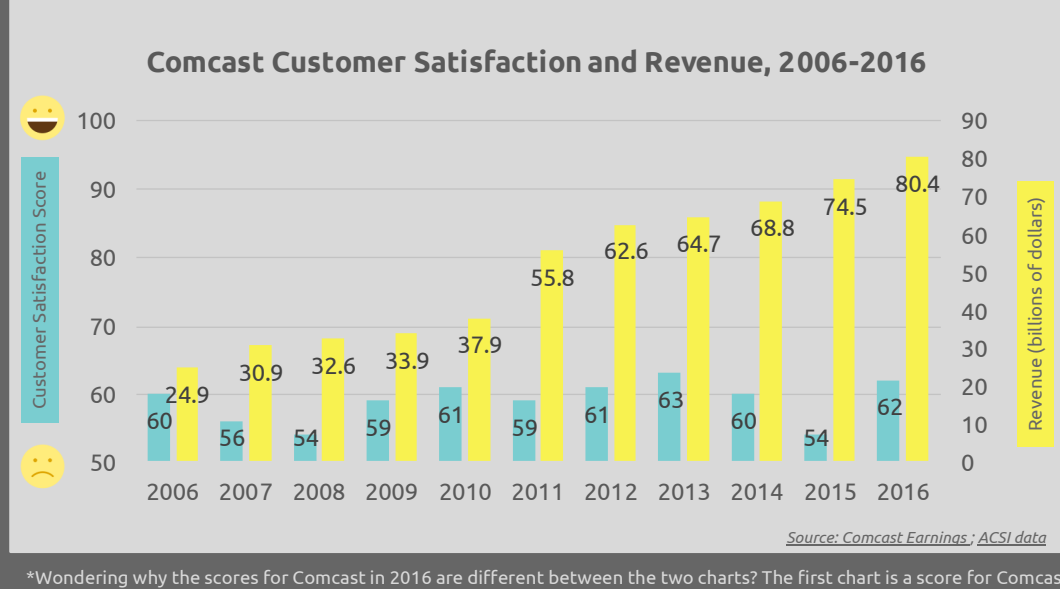
Out of the 37 industries the American Consumer Satisfaction Index examines, **ISPs come in dead last** with an average score of 64 out of a possible 100 points.

The average score for all industries is 77, yet the average for ISPs is only 64. CenturyLink, Comcast, and Frontier fall well below this average.

In only 10 years, Comcast tripled its revenue—despite failing to satisfy customers.

Without competition, Big Telecom isn't being held accountable and isn't investing in next-generation technology.

This is a broken market, explaining how Comcast can raise prices year after year without actually improving service.



\*Wondering why the scores for Comcast in 2016 are different between the two charts? The first chart is a score for Comcast as a whole; the second is for their Internet Service division. ACSI started measuring ISP satisfaction in 2013.

## Why aren't there more ISPs where I live?

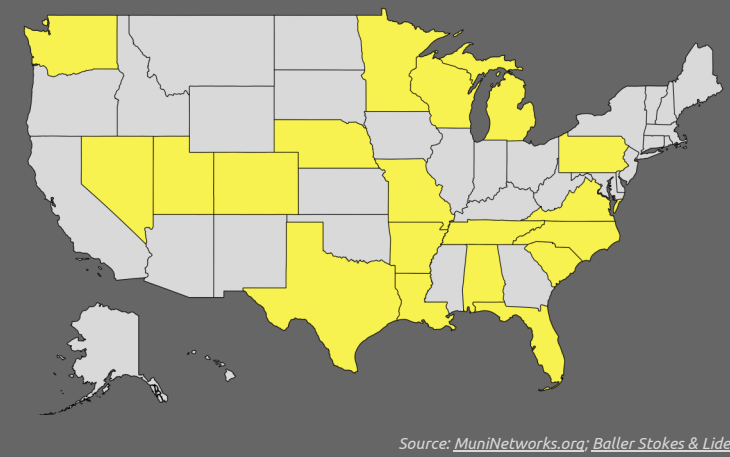
Starting a new ISP is expensive, and Big Telecom has stacked the deck.

**Buying the blinds** The cost of infrastructure discourages new ISPs from entering a market. New ISPs have to build their own infrastructure just to be able to compete

**Hitting the jackpot** State and federal subsidies overwhelmingly go to incumbent providers. CenturyLink, AT&T, and others have received billions of dollars in subsidies, yet they still aren't providing broadband in many areas

**Preparing to cash in** The telecom lobby has a tremendous amount of influence in state and federal policy. Providers donate to candidates expecting bills that will maintain the status quo—for example, over \$68,000 for a State House Representative in Virginia

Local governments have successfully improved Internet access for residents and businesses. Yet **19 states, influenced by Big Telecom, have passed barriers to local Internet choice.**



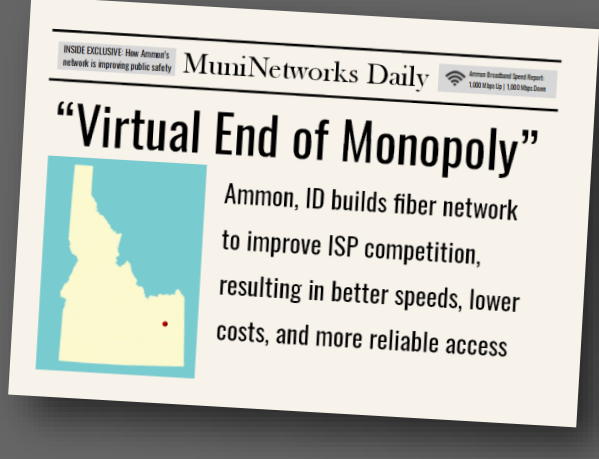
"The cable industry could use its lead to lay fiber nationwide, or address its longstanding customer service issues so that customers won't be as eager to jump ship. Instead, cable companies are responding by doing what they've always done: buying each other."

—Adrienne Jeffries, "The Worst Company in America," *The Verge*

## There's got to be a better way!

In Ammon, Idaho, multiple ISPs compete to provide service on city-owned infrastructure. Residents want choice so much that **239 of 369 homes opted-in to a local improvement district**, which assesses a \$3,000 fee onto properties that can be paid over 20 years.

Ammon's not alone in promoting competition: **over 450 communities across the US have invested in infrastructure to improve access.**



**Sandy, OR**

The "Home of the \$60 Gig" constructed a fiber network, providing better speeds and lower prices to businesses and residents.

**Santa Monica, CA**

The city's incremental approach contributed to significant cost savings for local businesses, government, and other institutions.

**RS Fiber, MN**

The first Internet access cooperative offers Fiber-to-the-Farm and fixed wireless to subscribers, formed by 10 cities, 14 townships, and two counties.

**Competition comes in many shapes and sizes.**

From direct service to open-access networks to public private partnerships to co-ops, communities all over the US have taken control of their digital destinies by promoting ISP competition.

Discover how your community can improve Internet access at [MuniNetworks.org](http://MuniNetworks.org).