

Understanding Bulk Billing Arrangements

A Comprehensive Analysis of the Benefits of Bulk Arrangements and Their Underlying Drivers

A STUDY BY:



&



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Bulk Arrangements Overview

Bulk Arrangements

- An agreement made between a service provider and a property of multi-dwelling units (MDUs)¹
- Provider delivers service to all units in a property – services could be internet only or internet + video
- Bulk arrangements represent an alternative to purchasing internet and video through a retail model (individual direct contracts with provider)
- The property owner generally holds a competitive process⁴ (e.g., RFPs) to select the service provider under bulk arrangements
- Bulk is handled similarly to other property amenities where the service is included in community fees or rent



38%

of US housing units²
are in 50+ unit MDUs,
where bulk is most common

This equates to:

55.7M

units in large MDUs
*Incl. condos, planned communities,
senior living, student housing, and
rental apartments*

Within large MDUs:

9.9M

**estimated units with
bulk arrangements³**
+45.8M prospective bulk units

1. For purposes of this report, 'MDU' refers to multi-unit residential properties where bulk service arrangements are common. This includes the property types covered by the FCC's regulatory definition in 47 CFR § 76.2000 – apartment buildings, condominium buildings, cooperatives, and centrally managed residential real estate developments such as gated communities – and additionally includes student housing and senior living facilities of all kinds (including assisted living and nursing care), which are common settings for bulk service arrangements.

2. Based on 55.7M housing units in 50+ unit MDUs out of 147.6M total housing units, rounded to 38%, using data from CoStar, Experian, FCC Broadband Data Collection, First American. See Appendix for a more detailed breakdown of this data by type of MDU.

3. Estimated housing units in large MDUs currently under bulk arrangements, from Cartesian estimates based on industry knowledge.

4. See Appendix for a more detailed description of this procurement process.

Source: Cartesian, CoStar, Experian, FCC Broadband Data Collection, First American

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Executive Summary

Relative to retail, bulk arrangements provide significant benefits to residents in multi-dwelling units (MDUs)

Consumer Benefits of Bulk



1A Lower Prices

- Monthly bulk pricing is generally 50% lower than promotional pricing for comparable retail packages
- Retail plans commonly charge additional nonrecurring fees, such as install fees, that are typically absent from bulk plans

1B Higher Quality Services

- High infrastructure investment enables the provision of higher speeds and digital amenities at no added cost to the resident
- Bulk creates a better customer experience due to convenient setup, guaranteed reliability, and dedicated customer service

1C Closes the Digital Divide

- Bulk reduces broadband adoption barriers with improved affordability, easier setup, and no credit checks
- Government and nonprofits use bulk services to provide free internet to low-income communities

Reasons Why Bulk Enables Benefits



2A More Competition

- There are generally 2 – 3 retail ISPs in a region; they are also bulk deal competitors
- The bulk model generally attracts more than 3 additional ISPs (e.g., MDU/Bulk Specialists, nearby retail ISPs) that are willing to build last-mile connections to MDUs conditional on 100% penetration

2B Reduced Provider Costs

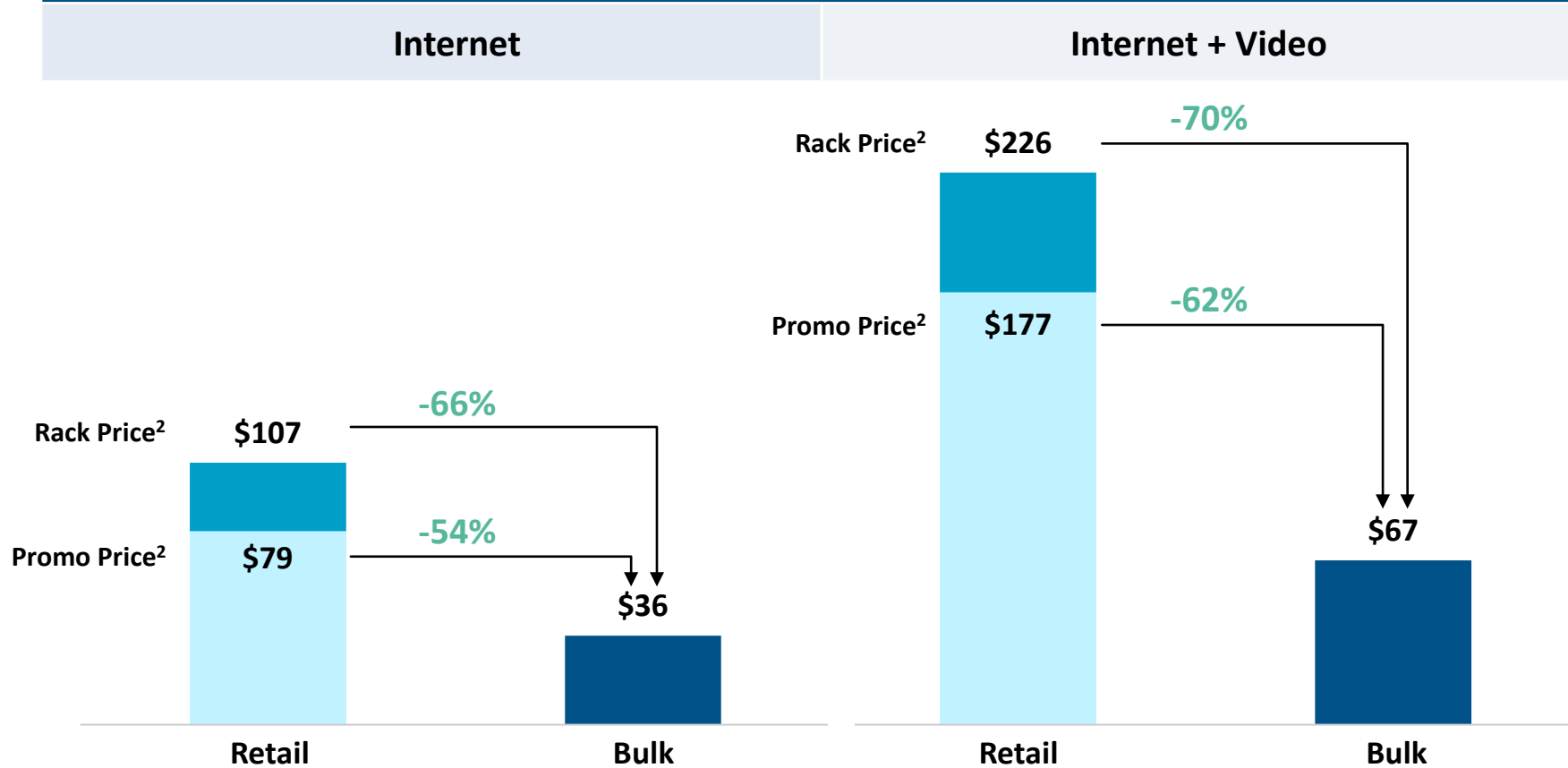
- Compared to retail, bulk deals spread upfront investment costs across all units and reduce operational costs
- This allows providers to pass on greater savings to consumers

2C Increased Purchasing Power

- Collective negotiations provide consumers with more bargaining power
- MDUs can afford to utilize experts (e.g., agreement specialists) to help negotiate the best prices and terms in bulk deals

1A Lower Prices | Retail vs. Bulk Prices (Gigabit Speeds)

Retail vs. Bulk Monthly Prices, 1 Gigabit Plans¹



Bulk prices for 1 Gigabit speeds are over 50% lower than promo retail prices for 1 Gigabit speeds



1. Bulk prices based on pricing data submitted by four bulk providers on all their existing bulk contracts as of April 2024 with a total sample size of over 1,000 contracts. An average price for all 1 Gbps – 1.2 Gbps bulk contracts was calculated for each provider. Bulk prices reported are an unweighted average of the four providers' average prices. Retail prices reported are an unweighted average across Comcast, Spectrum, AT&T, and Verizon's 1 Gbps packages as of April 2024. See Appendix for additional details.

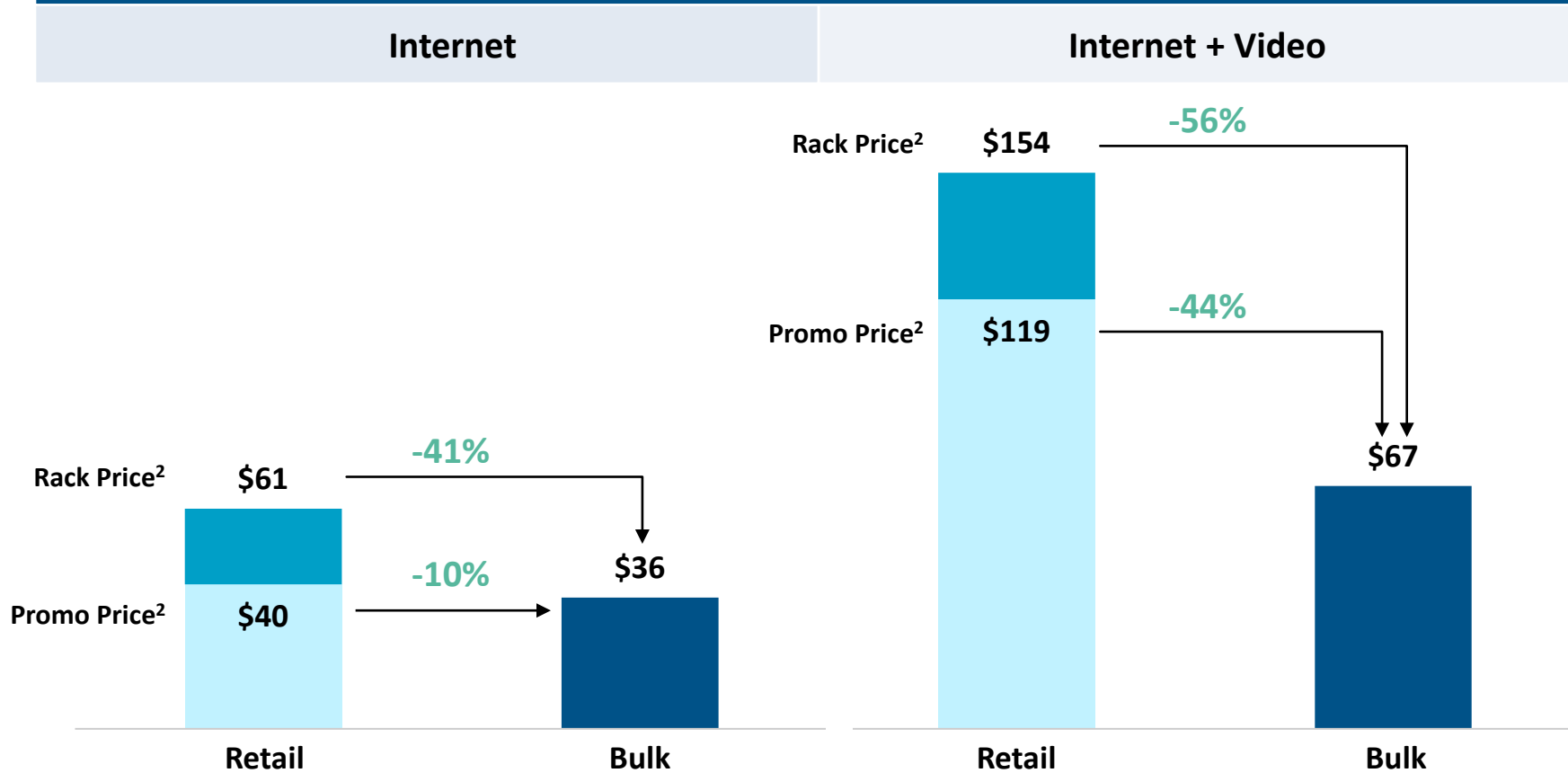
2. Promo price represents the intro pricing a customer pays when services begin; Rack price represents the cost customers pay after all intro offers and promos end.

Source: Cartesian, Bulk Provider Data, Desktop Research, Company Websites

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1A Lower Prices | Retail Cheapest Available Plans vs. Bulk Gigabit Prices

Retail Cheapest Available Plans vs. Bulk 1 Gigabit Plans Monthly Prices¹



Even if consumers would be satisfied with a lower speed retail plan, bulk prices for 1 Gigabit speeds are less expensive



Consumers would pay \$5.6B more annually without bulk³

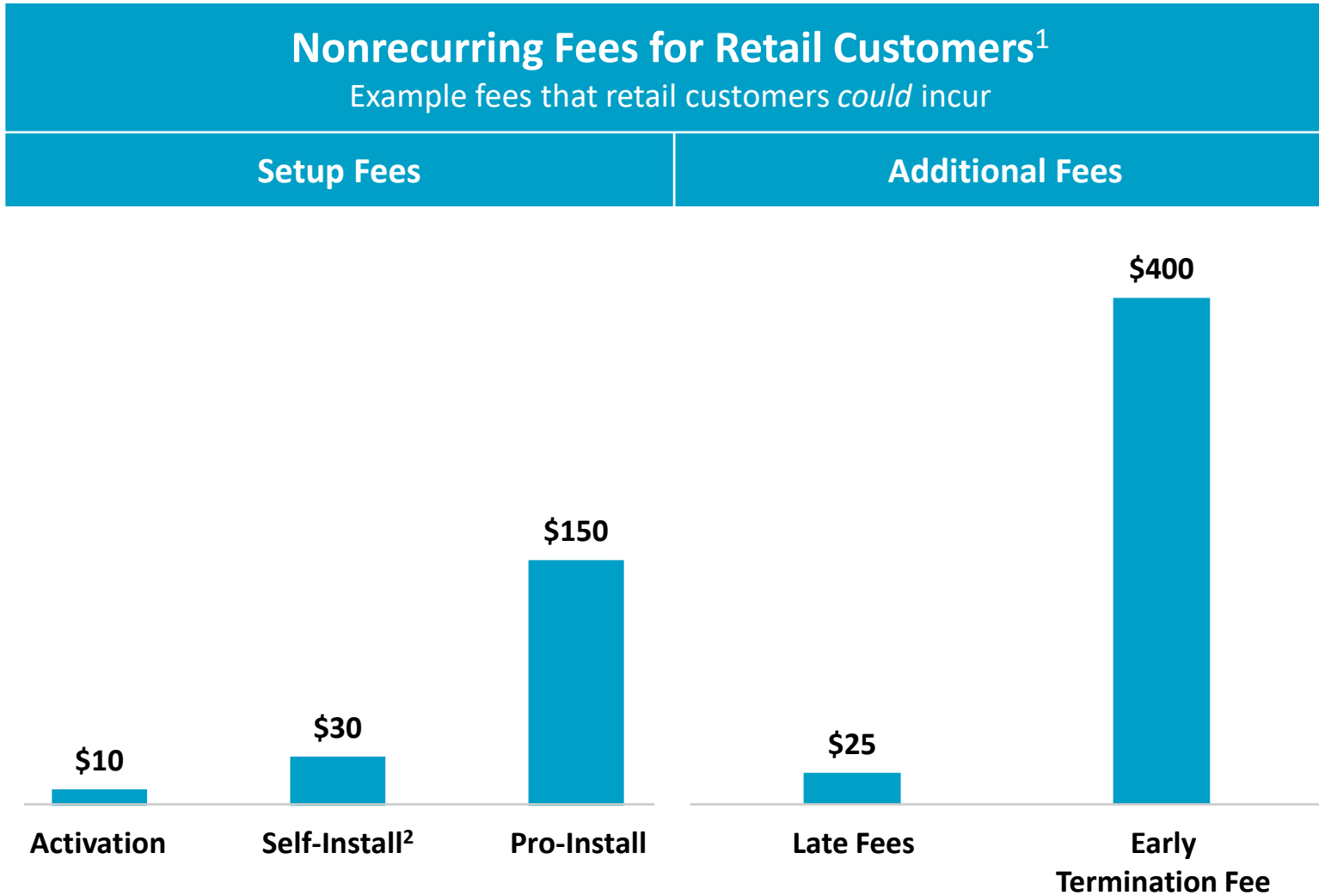
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2. Promo price represents the intro pricing a customer pays when services begin; Rack price represents the cost customers pay after all intro offers and promos end.

3. Estimated nationwide annual savings from bulk 1 Gbps prices vs. retail cheapest available prices; assumes 9.9 million bulk subscribers with 50% subscribing to single play internet and 50% subscribing to double play Internet + Video. See Appendix for details of this calculation.

Source: Cartesian, Bulk Provider Data, Desktop Research, Company Websites

1A Lower Prices | Retail vs. Bulk Nonrecurring Fees



Nonrecurring Fees for Bulk

Setup Fees	Additional Fees
\$0	\$0

Bulk providers do not typically charge setup or additional nonrecurring fees to customers

1. Not all providers charge each of these fees, and many providers have additional nonrecurring fees.

2. Self-install for TV only.

Source: Cartesian, Publicly Available Bulk Contracts, HOA Minutes/Bulletins, Hotwire, Company Websites, HighSpeedOptions.com, CableTV.com

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1B Higher Quality Services | Investments & Experiences

Bulk providers often make large upfront investments, which enables:



Fast Speeds



Digital Amenities



Common Area Wi-Fi



Keyless Entry



Common Area Video



Security



Smart Home Features



Turnkey Services

Also, bulk arrangements lead to a better customer experience via:

Pre-installed service



More convenient setup

Custom service level agreements (SLAs)



Better performance guarantees (e.g., reliability)

Dedicated customer service representative



More responsive and knowledgeable customer service

1C Closes the Digital Divide | Bulk as a Tool for Digital Inclusion

DIGITAL DIVIDE:

Low-income households and other vulnerable communities (e.g., seniors, non-native speakers, individuals with disabilities) are most at risk of not having a home internet connection due to **AVAILABILITY**, **AFFORDABILITY**, and **OTHER ADOPTION** constraints

AVAILABILITY

For vulnerable communities, bulk is often the only option for MDUs to obtain high-speed internet

ADOPTION

AFFORDABILITY

Bulk's low monthly prices, lack of extra fees, and price predictability make internet service more affordable

OTHER BARRIERS

Bulk bypasses retail adoption barriers by having convenient setup and eliminating credit checks¹

Government and nonprofit agencies utilize bulk arrangements to efficiently procure internet that is provided at no extra charge in low-income housing

1. Bulk contractual relationship is with the MDU, not the individual, removing setup friction.

Source: Cartesian

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2A More Competition | Potential Competitors for Bulk Arrangements

Facilities-Based Wireline Provider Competition in MDUs¹

Retail Competition (2 – 3):

- Most areas have 2 existing retail providers, the Incumbent Local Exchange Carrier (ILEC) and the incumbent Multiple System Operator (MSO)
- Some areas have an additional option, such as an MDU/Bulk Specialist² or overbuilder

Retail Examples²

ILEC	MSO
AT&T	xfinity
verizon	Spectrum

Bulk Competition (4 – 6):

- Existing retail competitors also compete for bulk deals
- Bulk model attracts additional competitors that are willing to build to MDUs for 100% penetration
 - + Nearby MDU/Bulk Specialists³
 - + Nearby Retail Providers

Bulk Example²

Hotwire COMMUNICATIONS

+ any nearby retail provider not serving in the area

Additional Bulk Competition – Resellers:

In addition to the above, resellers offer bulk services within a region using lit fiber leased from other providers. They have been excluded from the calculations shown to the right because they are not facilities-based.

Reseller Example²

Mereo Fiber

Bulk Increases MDU Competition

Avg. Number of Facilities-Based Wireline ISPs Serving Census Blocks with 50+ unit MDUs⁴

Retail Providers within Census Block

Providers within 6 miles of Census Block⁵

2.2 Providers

5.7 Providers

In-MDU Retail Providers

Nearby Providers
(MDU/Bulk Specialists³, Overbuilder, MSOs, ILECs)

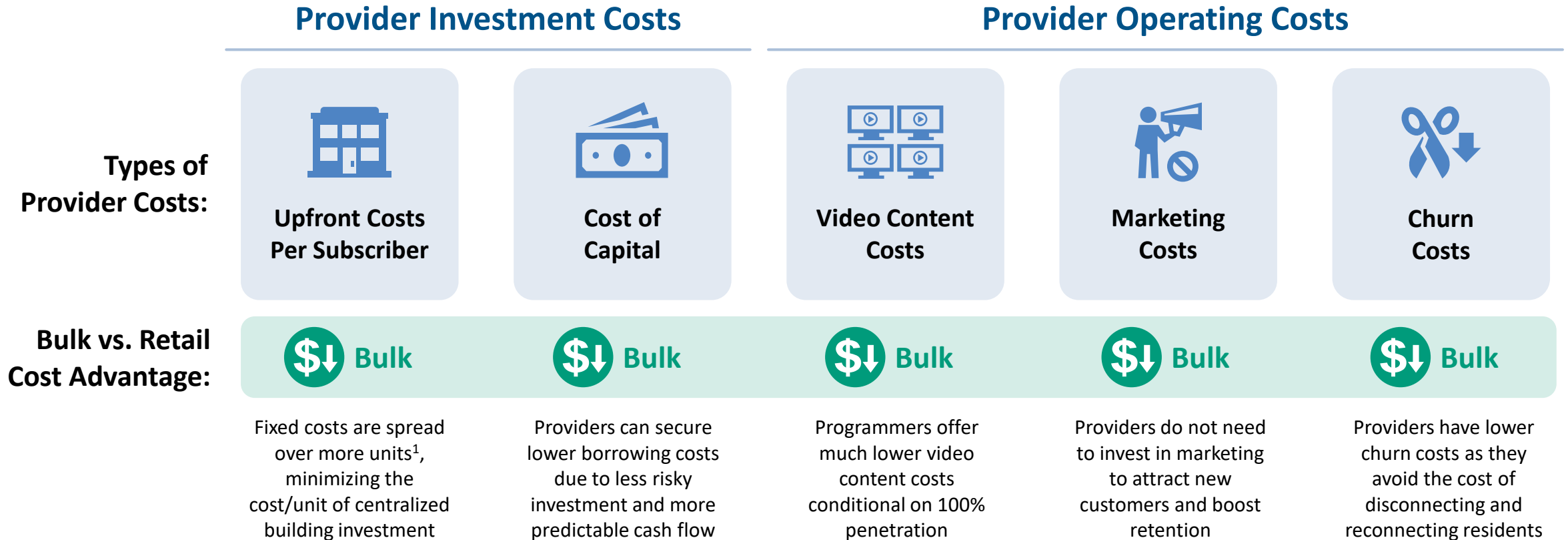
In-MDU Retail Providers

Retail MDUs

Bulk MDUs

1. A facilities-based wireline provider is defined as a provider that primarily uses owned rather than leased last-mile connections and that uses wired rather than over-the-air last-mile connections; excludes resellers of bulk services, satellite providers and fixed wireless providers.
 2. The following companies are referenced in this report as examples of providers participating in various broadband deployment and billing models. Inclusion does not imply endorsement, participation, or affiliation.
 3. Providers focusing on MDUs and offering bulk services. For this report, 60 MDU/Bulk Specialists were identified by Cartesian based on industry knowledge, analysis of the FCC Broadband Data Collection, and additional research.
 4. Reported numbers are for all census blocks which contain at least one MDU with 50+ units and are MDU-weighted averages; based on FCC Broadband Data Collection data as of June 30, 2025, reporting number of providers by census block.
 5. 6-mile threshold set to approximate the distance that makes economic sense for an ISP to build to an MDU.

2B Reduced Provider Costs | Bulk Provider Cost Savings



Result: Bulk monthly costs are lower than retail, meaning greater savings can be passed to residents

1. See Appendix for an estimate of the magnitude of this savings for the case of a 100-unit MDU given the typical size of fixed costs that an ISP incurs by serving the MDU.

Source: Cartesian

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2C Increased Purchasing Power | Collective Bargaining



Collective bargaining power is a standard phenomenon across different industries



Scale

Collective negotiations provide residents with bargaining power

- Service providers are more willing to take on lower margins for larger deals
- Service providers are more willing to negotiate contract terms with a large property; they would not negotiate with an individual



Skill

Many MDUs use agreement specialists¹ to help negotiate the most favorable terms in bulk arrangements

- This expertise ensures the best possible services and prices

1. Agreement specialists are third-party consultants who assist MDU property owners and homeowners' associations with bulk service procurement, which may include helping define property needs, structuring the procurement process, evaluating proposals, and negotiating contract terms. This is distinct from the 'MDU/Bulk Specialists' referenced elsewhere in this report, which refers to internet service providers that focus on serving MDUs and offer bulk services (see Slide 23).


Source: Cartesian

Conclusion


Bulk provides three primary benefits to consumers:



The bulk model enables these benefits through:




At least 50% lower prices
for 1 Gigabit bulk internet service compared to the same speed for retail



More than 3 additional competitors
in bulk MDUs than retail as more service providers are willing to compete for contracts




Higher quality services & better experiences
due to more upfront investment and digital amenities



Lower provider costs across units
as providers can spread upfront costs across all units or save on marketing and churn costs



Reduced barriers to internet adoption
for vulnerable populations, helping to close the digital divide



Greater purchasing power
to negotiate with providers as individuals do not have the same bargaining power as groups

Additional Support for the Benefits of Bulk

Many organizations in the housing and broadband industries have made similar arguments regarding the benefits of bulk billing



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To learn more about the Bulk Broadband Alliance,
please visit <https://protectbulkbbroadband.com/>

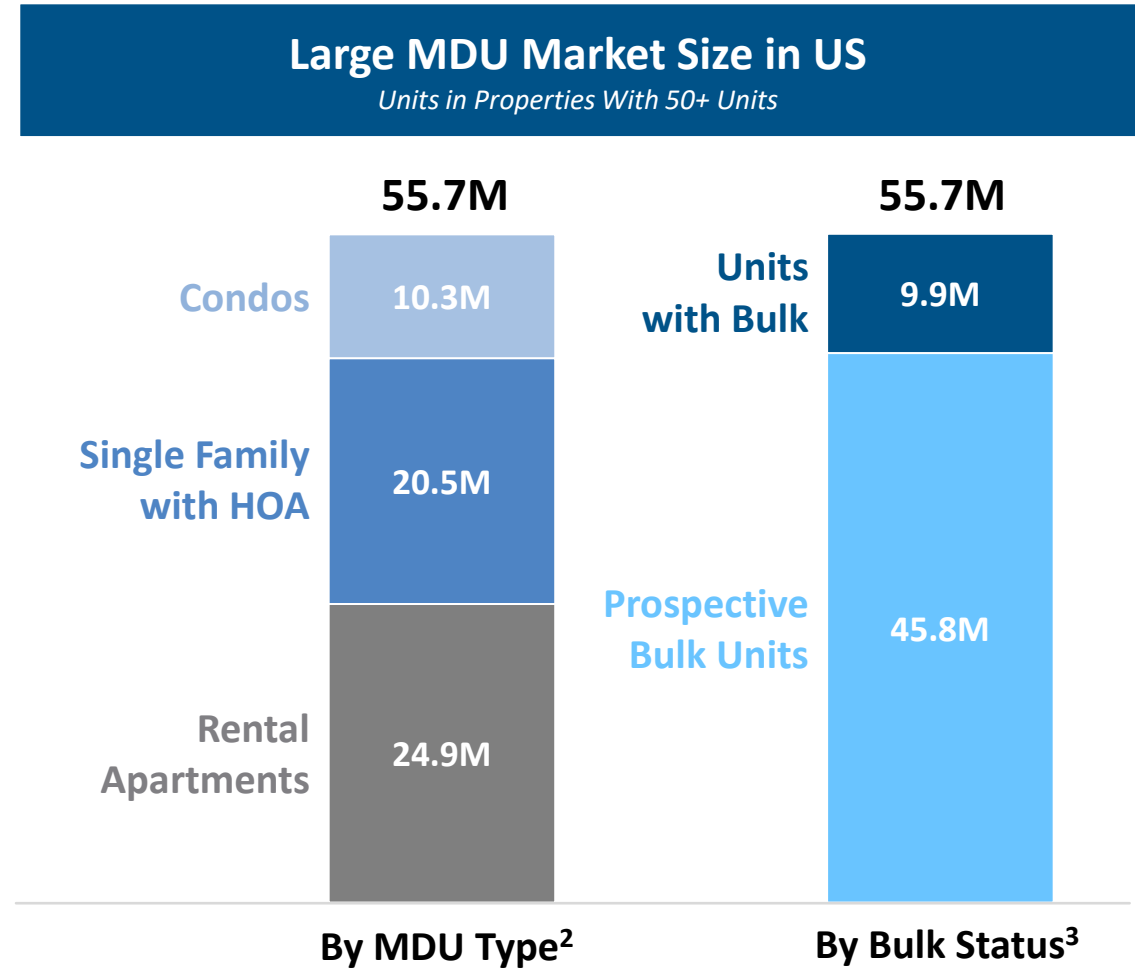
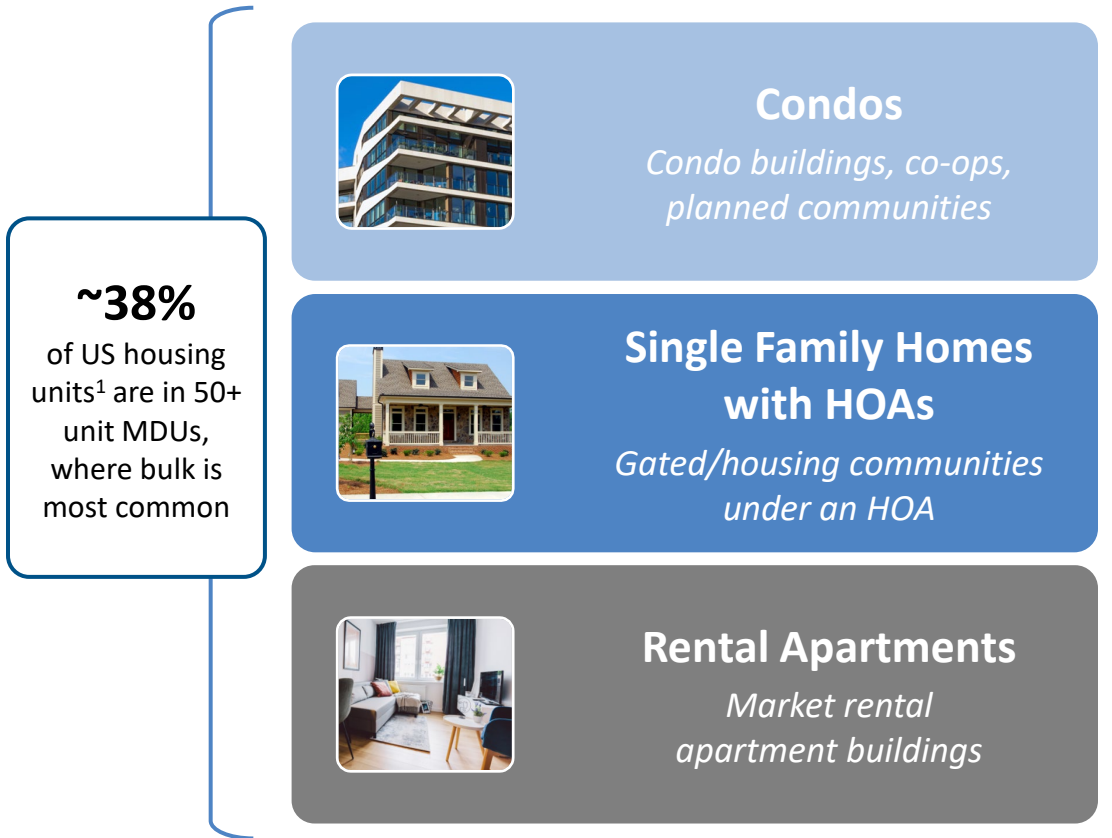
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- A** Additional Information on Bulk Billing
- B** Backup Calculations and Data

A Additional Information | MDU Market Overview

There are 55.7M housing units in 50+ unit MDUs, ~9.9M of which are estimated to have bulk arrangements

The MDU market includes:



1. Based on 55.7M housing units in 50+ unit MDUs out of 147.6M total housing units, from CoStar, FCC Broadband Data Collection, First American, and Experian.

2. Housing units in large MDUs categorized by MDU type, from CoStar and First American.

3. Housing units in large MDUs categorized by bulk status, from Cartesian estimates based on industry knowledge.

Source: Cartesian, CoStar, FCC Broadband Data Collection, First American, Experian

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A Additional Information | Common Bulk Billing Consumer Segments

Bulk has been particularly successful for connecting seniors, students, and low-income individuals

The bulk structure provides differentiated benefits to certain MDU populations:



Senior Communities

- Dependent on connected health devices
- Less familiarity with internet devices
- Difficulty setting up internet service

Group Characteristics:

Bulk Success Drivers:

- ✓ Property-wide Wi-Fi for telehealth
- ✓ Dedicated customer support
- ✓ Convenient pre-installed setup



Student Communities

- High bandwidth needs for online learning
- Price sensitive
- Frequent moves

- ✓ Upgraded technology (i.e., fiber) and faster speeds
- ✓ Low, built-in prices without extra fees
- ✓ Convenient setup for frequent movers



Low-Income Communities

- Less broadband access than other groups
- Price sensitive
- Lower digital and device literacy

- ✓ Expanded and upgraded broadband infrastructure
- ✓ Low, built-in prices without extra fees
- ✓ Often used in adoption/literacy programs

A Additional Information | Bulk Procurement Process

Bulk arrangements allow MDU residents to pool purchasing power to negotiate compelling service contracts

Typical Bulk Arrangement Lifecycle



Appendix | Table of Contents

- A** Additional Information on Bulk Billing
- B** Backup Calculations and Data

B Backup Calculations and Data | Economics of Bulk Investment

The monthly cost per unit is 50% lower under bulk than under a retail model

ILLUSTRATIVE

Representative internet-only example illustrating the magnitude of cost savings due to bulk deals¹

	Retail	Bulk	
Total Fixed Cost	\$120K		
	<i>Fixed costs cover a vast majority of all upfront costs</i>		
Property Size	100 Units		
Penetration	50%	100%	Retail faces lower penetration, whereas bulk guarantees 100% penetration
Fixed Cost Per Unit	\$2,400	↓ \$1,200	As such, the fixed costs are spread over more units in the bulk model
5-Year Average Monthly Fixed Cost Per Unit	\$40	↓ \$20	This enables lower per-unit fixed costs in bulk, which results in lower monthly costs
	+	+	
Monthly Operating Cost Per Unit²	\$16	\$8	Additionally, bulk has lower opex as it does not require investments such as sales/marketing
	=	=	
Total Monthly Cost Per Unit	\$56	→ -50% → \$28	Result: Bulk monthly costs are lower than retail, meaning greater savings can be passed to residents

1. This representative example considers an internet-only package. There are significant additional savings for an Internet + Video package due to programming discounts for 100% coverage. Additionally, it does not take into account cost savings from reduced costs of capital due to reduced risk; this would further increase the cost savings under bulk.

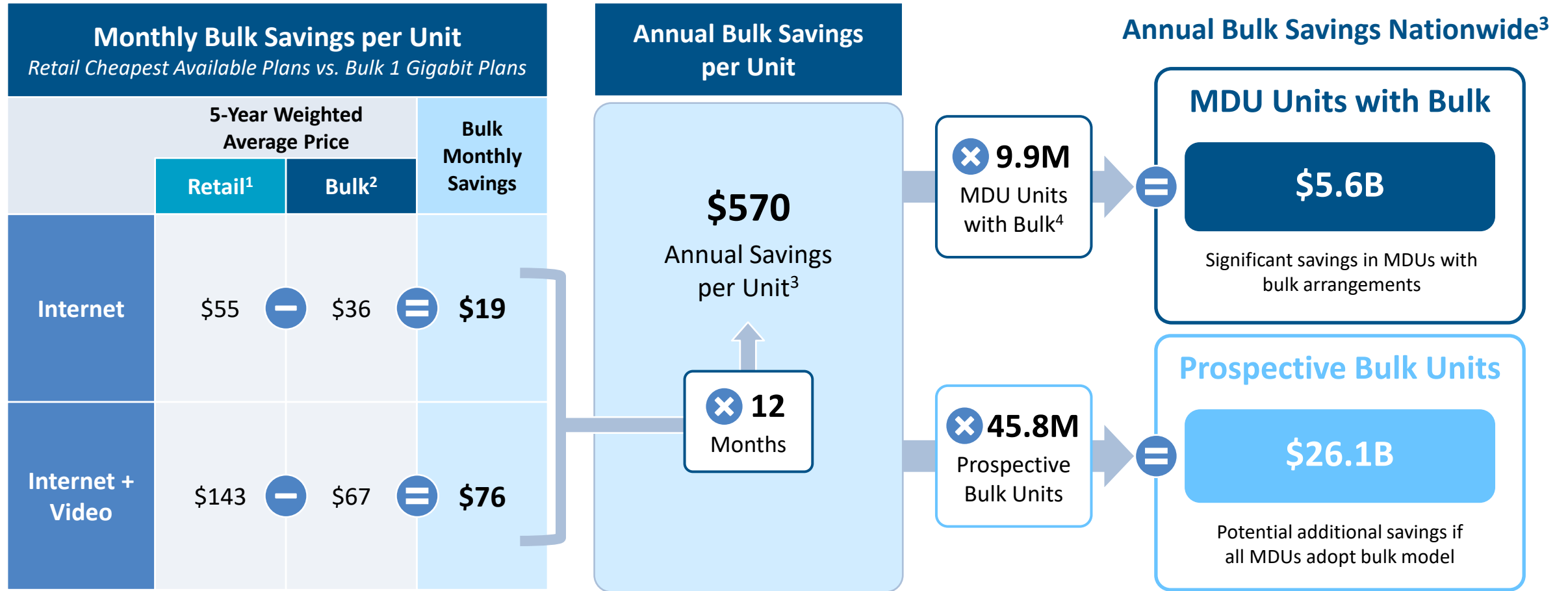
2. Operating costs are assumed to be 40% of the 5-year Average Monthly Fixed Cost. In reality, operating costs can range from approximately 30% to 50% depending on infrastructure type.

Source: Cartesian

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B Backup Calculations and Data | Annual Bulk Savings

Lower package prices can create tremendous savings



1. Retail price data from Comcast, Spectrum, AT&T, and Verizon's cheapest available packages. Within each provider, prices are time-weighted across the 60-month period to reflect promo and rack pricing periods; cross-provider averages are unweighted (equal weight to each provider).
 2. Bulk price reported as the 5-year unweighted average of 1 Gbps – 1.2 Gbps contracts submitted by bulk provider data.
 3. Primary Research shows 40% of bulk customers have single play, and 60% have double play; to be conservative, we assume 50% of the 9.9M units with bulk have single play internet (\$228 in savings) and the remaining 50% have double play Internet + Video (\$912 in savings).
 4. Estimated housing units in large MDUs categorized by bulk status, from Cartesian estimates based on industry knowledge.

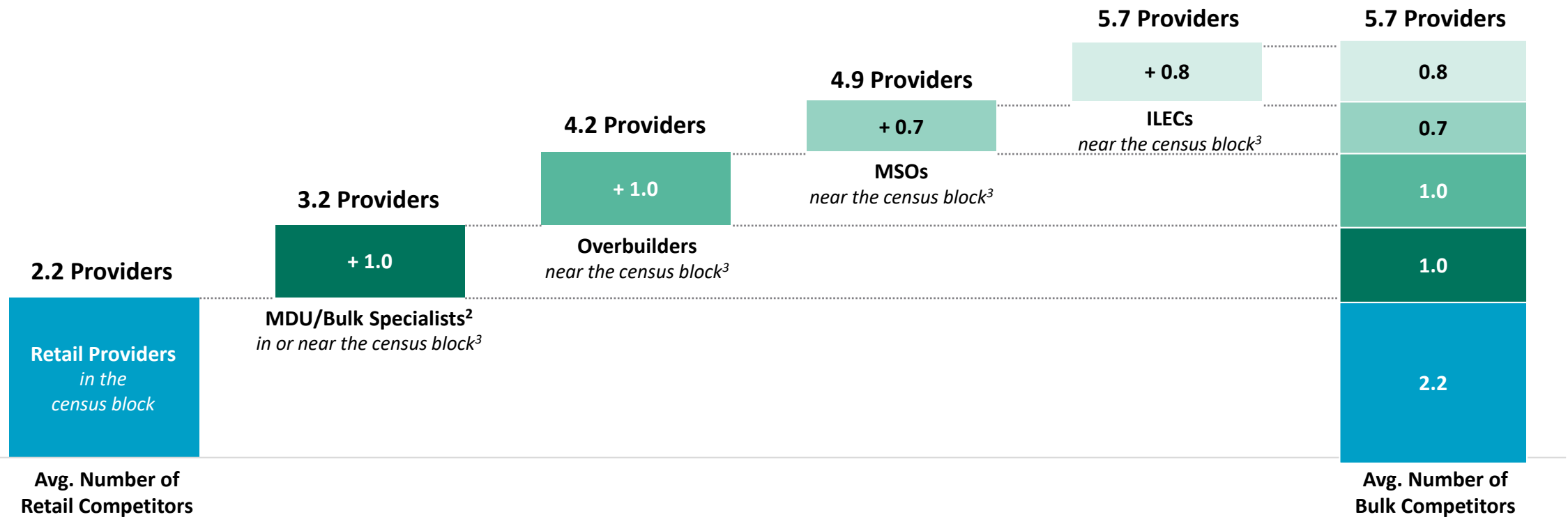
Source: Cartesian, CoStar, First American

B Backup Calculations and Data | Bulk Arrangement Competitors

The bulk model generally attracts 3.5 additional ISPs that are willing to build out to serve the building

MDU Internet Service Competition Breakdown¹

Average Number of Retail vs. Bulk Facilities-Based Wireline Competitors in Census Blocks with 50+ Unit MDUs



1. Reported numbers are for all census blocks which contain at least one MDU with 50+ units and are MDU-weighted averages; based on FCC Broadband Data Collection data as of June 30, 2025, reporting number of providers by census block. A facilities-based wireline provider is defined as a provider that primarily uses owned rather than leased last-mile connections and that uses wired rather than over-the-air last-mile connections; excludes resellers of bulk services, satellite providers and fixed wireless providers.

2. Providers focusing on MDUs and offering bulk services. For this report, 60 MDU/Bulk Specialists were identified by Cartesian based on industry knowledge, analysis of the FCC Broadband Data Collection, and additional research.

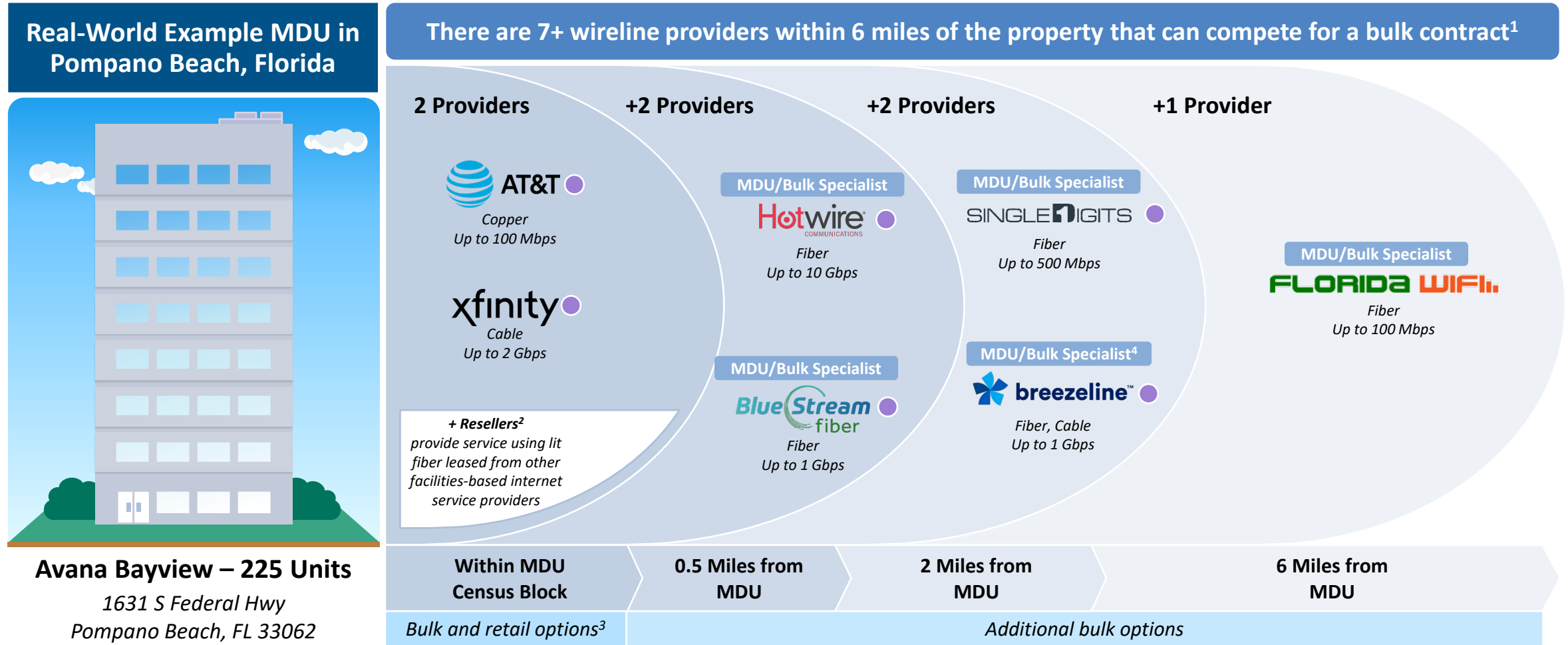
3. "Near" a given census block is defined as serving a census block within a 6-mile radius of the given census block; 6-mile threshold set to approximate the distance that makes economic sense for an ISP to build to an MDU. To avoid double-counting, a provider serving the given census block is counted once in the 2.2 in-block retail providers baseline and excluded from the additional 'near the census block' categories.

Source: Cartesian, CoStar, FCC Broadband Data Collection

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B Backup Calculations and Data | Potential Bidder Case Study

When an MDU is seeking a bulk deal, nearby providers may be willing to expand and compete against incumbents



1. Reported numbers exclude satellite providers, fixed wireless providers, and business-internet-only providers; 6-mile threshold set to approximate the distance that makes economic sense for an ISP to build to an MDU.
 2. Resellers offer services within a region using lit fiber leased from other internet service providers.
 3. Providers reported indicate presence within the census block of the MDU property; in reality, an MDU property will only have service by one ILEC (e.g., AT&T, Verizon) and one MSO (e.g., Comcast, Spectrum) and potentially an overbuilder and/or MDU/Bulk Specialist.
 4. Breezeline operates as an MDU/Bulk Specialist in Florida; Breezeline has different operating models elsewhere and therefore may not be considered an MDU/Bulk Specialist in all markets.

B Pricing | 1 Gigabit Plans Monthly Retail Pricing

Internet Only Retail Plans										
Package Information					Promo Pricing			Rack Pricing		
Provider	Package	Speed (Mbps)	Internet Promo Period (months)	Autopay Discount	Base Price	Other Fees ¹	Final Price (including autopay discount)	Base Price	Other Fees ¹	Final Price (including autopay discount)
Comcast	Gigabit	1,000	24	-\$10.00	\$70.00	-	\$60.00	\$116.00	\$21.00	\$127.00
Spectrum	Internet Gig	1,000	24	-\$5.00	\$84.99	\$7.00	\$86.99	\$114.99	\$7.00	\$116.99
AT&T	AT&T Internet 1000	1,000	-	-\$5.00	\$85.00	-	\$80.00	\$85.00	-	\$80.00
Verizon	1 Gig	1,000	6	-\$10.00	\$99.99	-	\$89.99	\$113.98	-	\$103.98
Average²							\$79			\$107

Internet + Video Retail Plans														
Package Information			Promo Pricing					Rack Pricing						
Provider	Package	Video Promo Period (months)	Internet Only	Video Base Price	Video Other Discount ³	Video Other Fees ³	Video Final Price	Internet+ Video Final Price	Internet Only	Video Base Price	Video Other Discount ³	Video Other Fees ³	Video Final Price	Internet+ Video Final Price
Comcast	Popular TV	-	\$60.00	+\$70.00	-\$20.00	\$50.90	+\$100.90	\$160.90	\$127.00	+\$70.00	-\$20.00	\$50.90	+\$100.90	\$227.90
Spectrum	TV Select Signature	12	\$86.99	+\$64.99	-	\$25.75	+\$90.74	\$177.73	\$116.99	+\$84.99	-	\$30.75	+\$115.74	\$232.73
AT&T	DIRECTV Choice	24	\$80.00	+\$84.99	-\$10.00	\$40.99	+\$115.98	\$195.98	\$80.00	+\$134.00	-	\$40.99	+\$174.99	\$254.99
Verizon	Your Fios TV	-	\$89.99	+\$95.00	-\$10.00	-	+\$85.00	\$174.99	\$103.98	+\$95.00	-\$10.00	-	+\$85.00	\$188.98
Average²								\$177						\$226

1. Internet only other fees include equipment rental fee, Wi-Fi service fee, and Peacock Premium service fee if applicable to provider.

2. Average promo and rack pricing represents an unweighted average across top providers' packages.

3. Video other discounts include multi-product discount and autopay discount for video add-ons if applicable to provider; Video other fees include broadcast TV fee, regional sports fee, streaming device fee, and equipment rental fee if applicable to provider.

Notes: Packages advertised as of 4/2024 in zip code 33324, pricing does not include taxes; Pricing analysis utilized similar package components across all competitors (e.g., including equipment rentals, similar size TV packages, etc.).

Source: Cartesian, Company Websites

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B Pricing | Cheapest Available Retail Plans Monthly Pricing

Internet Only Retail Plans										
Package Information					Promo Pricing			Rack Pricing		
Provider	Package	Speed (Mbps)	Internet Promo Period (months)	Autopay Discount	Base Price	Other Fees ¹	Final Price (including autopay discount)	Base Price	Other Fees ¹	Final Price (including autopay discount)
Comcast	Connect	150	12	-\$10.00	\$30.00	-	\$20.00	\$66.00	\$15.00	\$71.00
Spectrum	Internet 100	100	24	-	\$29.99	\$7.00	\$36.99	\$59.99	\$7.00	\$66.99
AT&T	AT&T Internet 300	300	-	-\$5.00	\$60.00	-	\$55.00	\$60.00	-	\$55.00
Verizon	300 Mbps	300	-	-\$10.00	\$59.99	-	\$49.99	\$59.99	-	\$49.99
Average²							\$40			\$61

Internet + Video Retail Plans														
Package Information			Promo Pricing					Rack Pricing						
Provider	Package	Video Promo Period (months)	Internet Only	Video Base Price	Video Other Discount ³	Video Other Fees ³	Video Final Price	Internet+ Video Final Price	Internet Only	Video Base Price	Video Other Discount ³	Video Other Fees ³	Video Final Price	Internet+ Video Final Price
Comcast	Choice TV	-	\$20.00	+\$30.00	-\$20.00	\$34.40	+\$44.40	\$64.40	\$71.00	+\$30.00	-\$20.00	\$34.40	+\$44.40	\$115.40
Spectrum	TV Select Signature	12	\$36.99	+\$64.99	-	\$25.75	+\$90.74	\$127.73	\$66.99	+\$84.99	-	\$25.75	+\$110.74	\$177.70
AT&T	DIRECTV Entertainment	24	\$55.00	+\$69.99	-	\$25.00	+\$94.99	\$149.99	\$55.00	+\$106.00	-	\$25.00	+\$131.00	\$186.00
Verizon	Your Fios TV	-	\$49.99	+\$95.00	-\$10.00	-	+\$85.00	\$134.99	\$49.99	+\$95.00	-\$10.00	-	+\$85.00	\$134.99
Average²								\$119						\$154

1. Internet only other fees include equipment rental fee, Wi-Fi service fee, and Peacock Premium service fee if applicable to provider.

2. Average promo and rack pricing represents an unweighted average across top providers' packages.

3. Video other discounts include multi-product discount and autopay discount for video add-ons if applicable to provider; Video other fees include broadcast TV fee, regional sports fee, streaming device fee, and equipment rental fee if applicable to provider.

Notes: Packages advertised as of 4/2024 in zip code 33324, pricing does not include taxes; Pricing analysis utilized similar package components across all competitors (e.g., including equipment rentals, similar size TV packages, etc.).

Source: Cartesian, Company Websites

B Pricing | Cheapest Available Retail Plans 5-Year Weighted Avg

Internet Only Retail Plans						
Provider	Package	Speed (Mbps)	Internet Promo Period (months)	Promo Monthly Price ¹	Rack Monthly Price ¹	5-Year Weighted Average Monthly Price ²
Comcast	Connect	150	12	\$20.00	\$71.00	\$60.80
Spectrum	Internet 100	100	24	\$36.99	\$66.99	\$54.99
AT&T	AT&T Internet 300	300	-	\$55.00	\$55.00	\$55.00
Verizon	300 Mbps	300	-	\$49.99	\$49.99	\$49.99
Internet Only Cheapest Available Average Across Providers ³						\$55

Internet + Video Retail Plans							
Provider	Internet Package	Internet Promo Period (months)	Video Package	Video Promo Period (months)	Internet + Video Promo Monthly Price ¹	Internet + Video Rack Monthly Price ¹	Internet + Video 5-Year Weighted Average Monthly Price ²
Comcast	Connect	12	Choice TV	-	\$64.40	\$115.40	\$105.20
Spectrum	Internet 100	24	TV Select Signature	12	\$127.73	\$177.70	\$161.70
AT&T	AT&T Internet 300	-	DIRECTV Entertainment	24	\$149.99	\$186.00	\$171.50
Verizon	300 Mbps	-	Your Fios TV	-	\$134.99	\$134.99	\$134.99
Internet + Video Cheapest Available Average Across Providers ³							\$143

1. Promo and rack monthly price reflects autopay discounts, equipment rental fee, Wi-Fi service fee, and Peacock Premium service fee if applicable to provider.

2. 5-year weighted average monthly price reflects the time-weighted average of monthly prices over a five-year period, accounting for promo and rack pricing periods within each provider.

3. Average across providers price represents an unweighted average across top providers' 5-year weighted average monthly price.

Notes: Packages advertised as of 4/2024 in zip code 33324, pricing does not include taxes; Pricing analysis utilized similar package components across all competitors (e.g., including equipment rentals, similar size TV packages, etc.).

Source: Cartesian, Company Websites

B Backup Calculations and Data | Data Sources

We leveraged several datasets and conducted desktop research to develop our findings

MDU Data

- CoStar
- Experian
- FCC Broadband Data Collection
- First American

Bulk Pricing

- Bulk Provider Customer Data

Serviceability Data

- FCC Broadband Data Collection (Current Serviceability and Competition)

Retail Pricing

- Mystery Shopping
- Provider Websites