

NEW YORK, Oct. 11, 2013 /PRNewswire/ -- After the FCC's call for a Gigabit City in each state by 2015, cable finds that it must quickly offer higher Internet speeds while trying to keep costs down, according to the latest report from **Heavy Reading Cable Industry Insider** (www.heavyreading.com/cable), a subscription research service from Heavy Reading (www.heavyreading.com).

Fast & Furious: Cable Counters Google Gigabit Salvo explores the Gigabit Internet trend and its implications for cable operators and suppliers. It includes profiles of seven suppliers that support advances in cable's high-speed Internet residential infrastructure.

For a list of companies covered in this report, http://twimags.com/audiencedevelopment/LRHR/PDFS/cii1013_companies.pdf

"The cable industry is caught in the crosshairs of allegations that it is not keeping pace with the latest Internet speeds, while a debate rages over whether Gigabit Internet is even needed at this time," notes Craig Leddy, research analyst with *Heavy Reading Cable Industry Insider* and author of the report. "The challenge for cable is to promote its own escalating speed and fiber capabilities and to increase its Internet capabilities in a logical, cost-effective manner."

Cable providers have been driving toward faster and faster Internet speeds, but the competitive pressure means they cannot take their foot off of the gas, Leddy says. "While MSOs do not have to engage in costly rebuilds of HFC architecture, they will need to steadily invest in broadband technology," he continues. "The drive toward Gigabit Internet will keep cable on a direct path to increased deployment of D3 and development of D3.1, which promises higher-speed Gigabit services."

Key findings of **Fast & Furious: Cable Counters Google Gigabit Salvo** include the following:

- Gigabit Internet is drawing significant interest as Google Fiber deploys 1Gbit/s service and municipalities seek to become Gigabit Cities.
- Cable MSOs are raising access speeds primarily with Docsis 3.0 while preparing Docsis 3.1, which enables 1Gbit/s speeds.
- MSOs already provide dedicated-fiber, multiple- Gigabit connections for businesses, schools and enterprises that are better suited for such speeds than residences are.
- The expectations around Gigabit Internet put pressure on MSOs and will be a catalyst for higher-speed deployments.
- Technology experts believe HFC plant and Docsis will remain vibrant and will maintain cable's high-speed growth for years to come.

Fast & Furious: Cable Counters Google Gigabit Salvo is available as part of an annual subscription (six issues) to **Heavy Reading Cable Industry Insider**, priced at \$1,595. Individual reports are available for \$900.

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Gigabit Cities Drive Faster Cable Internet Speeds, Heavy Reading Finds

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About Heavy Reading (www.heavyreading.com) *Heavy Reading* is an independent research organization offering deep analysis of emerging telecom trends to network operators, technology suppliers, and investors. Its product portfolio includes in-depth reports that address critical next-generation technology and service issues, market trackers that focus on the telecom industry's most critical technology sectors, exclusive worldwide surveys of network operator decision-makers that identify future purchasing and deployment plans, and a rich array of custom and consulting services that give clients the market intelligence needed to compete successfully in the global telecom industry. As a division of UBM Tech (tech.ubm.com), Heavy Reading contributes to the only integrated business information platform serving the global communications industry.

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