

## TELECOMMUNICATIONS

### Challenge:

The client is a telecommunication company located in the state of Florida that offers telecommunication services to communities, homeowners associations, condo associations, developers and management companies. The client is currently seeking market research to gain competitive intelligence in the telecommunication space in the state of Florida's largest metropolitan areas.

### Solution:

Secondary market research approaches were used for competitive descriptive analysis.

### Results:

- 23.7% (\$4.45B) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by Xfinity. 14.9%(\$2.8B) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by Spectrum/Charter Communications Inc. 14.1% (\$2.65B) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by AT&T Incorporated. 4.4% (\$827M) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by CenturyLink Incorporated. 3.5% (\$658M) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by Frontier Communications. 29.8% (\$5.6B) of the State of Florida's \$18.8 billion-dollar telecommunication revenue is generated by 23 small providers.
- 42.7% (\$5.6B) of the targeted metropolitan's \$12.3 billion-dollar telecommunication revenue is generated in Miami-Fort Lauderdale-West Palm Beach. 24.7% (\$3.1B) of the targeted metropolitan's \$12.3 billion-dollar telecommunication revenue is generated in Tampa-St. Petersburg-Clearwater. 17.8% (\$2.2B) of the targeted metropolitan's \$12.3 billion-dollar telecommunication revenue is generated in Orlando-Kissimmee-Sanford. 14.6% (\$1.8B) of the targeted metropolitan's \$12.3 billion-dollar telecommunication revenue is generated in Jacksonville.
- Frontier Communications-FTTH has 45.2% of the Fiber internet market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.
- AT&T Inc.-FTTH has 45% of the fiber internet market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.



- CenturyLink Inc.-FTTN has 10% of the fiber internet market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.
- AT&T Inc. has 66% of the DSL market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.
- Frontier Communications has 22% of the DSL market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.
- CenturyLink Inc. has 12% of the DSL market share of the targeted metropolitans of Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville.
- Xfinity (Comcast Corporation) is the cable internet market leader in the Miami-Fort Lauderdale-West Palm Beach, Tampa-St. Petersburg-Clearwater, Orlando-Kissimmee-Sanford & Jacksonville metropolitans.

**Conclusion:**

The client has since starting developing cable packages comparable to the various market leaders at a fraction of the market price point and strategies to bolster its multi-dwelling unit (MDU) business.