



# Initial Competitive Assessment



# Initial Market Size and Forecasted Growth

- 30 Million "homes passed" at launch
  - 10 million are rural
  - 20 million suburban/urban
- 100,000 existing 4G LTE Fixed Wireless subs
- Forecasting 500,000 combined with 5G by YE 2021
- 7-8 Million within 5 years per T-Mobile guidance

# Signing Up on Online...Serviceability Check

WIRELESS BUSINESS PREPAID TV BANKING INTERNET

T-MOBILE HOME INTERNET Plan How it works

Check availability Contact information Call or chat to sign up

## Let's make sure T-Mobile Home Internet is available at your address.


Enter your phone number and address. If you received an invitation, use the number shown there.

ⓘ

Mobile phone number is required

122 BALCH SPRINGS CIR SE, LEESBURG, VA 20175

Check availability



mapbox © Mapbox © OpenStreetMap Improve this map © Maxar

Mobile # Capture

Opt-in for using Mobile to contact prospects

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## Be the first to know when service is available where you live.

We're not available yet at your address but we're expanding our network all the time. Sign up to find out when T-Mobile Home Internet is available where you live and we'll be in touch as soon as we have news!

[I received an invitation. Why am I seeing this message?](#)

**For new customers only.** I'm not a current T-Mobile customer but it's still okay for a T-Mobile representative to contact me about purchasing T-Mobile Home Internet Service via an autodialed call or text to the number I provided. I understand my agreement is not a condition of purchase and that I can also call T-Mobile at 1-844-839-5057 to purchase.

Join waiting list Try a different location

Connect with T-Mobile Home Internet





## Product & Pricing Details

- \$60/Mo with Autopay
- 50-100 MB Downstream depending on network and traffic
- 10-25 MB Upstream depending on network and traffic
- Real world avg: mid-30s MB Down / 8-10 MB Up
- No Data caps (restrictions on permissible use in Ts&Cs)
- No apparent limit of streaming video resolution
- No annual contract
- Don't have to be a T-Mobile wireless subscriber
- Self-install
- Not a hot spot – can't move it to another location

### With us, everything is included. Period.

Our fixed price includes everything—no surprises. Compare that to the other guys.

	T-MOBILE HOME INTERNET	Comcast Xfinity	Charter Spectrum	AT&T Home Internet	Verizon FioS
Fixed price	✓	—	—	—	✓
Wi-Fi equipment included	✓	—	—	—	—
No annual service contracts	✓	Sometimes	✓	✓	✓
No data caps	✓	Sometimes	✓	Sometimes	✓

Based on advertised pricing as of 1/13/21.

### Get started in three easy steps:



1

Confirm coverage at your address.

[Check availability >](#)



2

Receive our WiFi Gateway device.

[Device details >](#)



3

Download our mobile app to set up the service.

[App details >](#)



# The Gateway

- Gateway is both the modem and router
- Converts 5G into WiFi
- 64 devices can connect
- Up to 4 SSIDs
- 2 Ethernet ports
- Uses 5G AND 4G LTE
- Latency between 21 and 35 ms



## Competitive Assessment and Analyst Reaction

- Seems principally a near-term threat to DSL and Satellite Internet providers
- Potentially a threat to lower tier and price conscious Cable broadband subscribers
- New Street Analyst: “There won't be demand for the service in fiber and upgraded cable markets where the service is no better and the price is not meaningfully lower...”
- T-Mobile’s Dow Draper says the global chipset shortage could limit gateway supply
- Analysts note the revenue per GB of usage is magnitudes better for wireless use
- Potential weakness: the downstream/upstream ratio of 10:1 is shrinking toward 5:1 due to changes in at-home behavior since COVID-19





# Competitive Messaging: Conversation Starters

- Continue telling our best story – reliability, capacity, simplicity, security, safe/trusted
- We were/are here when it mattered most – working, playing, schooling
- No direct mention by name?
- What does de-positioning look like?
- Targeted treatment to at-risk subscribers?
- MSO research on highest propensity to switch by segment?

# Press Coverage

- <https://arstechnica.com/information-technology/2021/04/t-mobile-5g-home-internet-60-a-month-100mbps-speeds-and-no-data-cap/>
- <https://www.lightreading.com/opticalip/four-questions-dogging-t-mobiles-5g-fixed-wireless-ambitions/a/d-id/768606?>
- <https://www.msn.com/en-us/news/technology/i-signed-up-for-t-mobiles-2450-unlimited-home-internet-service-heres-what-happened/ar-BB1dYo4l>
- <https://www.lightreading.com/5g/a-closer-look-at-cable-vs-5g-fixed-wireless/a/d-id/768112>
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