



DUDE, YOU'RE GETTING A GIG:

The Perils and Promise of Ultrafast Access Networks



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Cox is Committed to Meeting Customer Demand for Speed...

Now and in the Future

- Launched **Gigablast** in Phoenix in October 2014
- Equipping **all new developments** with fiber to the home and Gigablast
- Increased overall **broadband speeds** 1,000% over the last 14 years
- Beginning preparations to deploy **DOCSIS 3.1**

Why Offer Gig Speeds Now?



THE NEED FOR SPEED

- The #1 purchase driver
- 75% of Cox customers are on 50-Mbps-or-higher speed tiers

CHANGING USAGE PATTERNS

- 56% of total Internet traffic is now video
- The line between personal and professional usage is blurring

MORE SMART DEVICES AND HOME NETWORKS

- The “demarc” has moved into the living room, the kitchen, the bedroom, the wrist ...
- Smart devices are fueling the need for high-speed, always-on connectivity

UPSTREAM BANDWIDTH

- The ever-increasing amount of multimedia content being shared and stored, calls for faster upstream connectivity



OUR GUIDING PRINCIPLES

- **Broadband is central** to the lives of residential and business customers and the communities we serve
- **Enablement of the network** must stay ahead of customer need and demand
- **New applications and use cases** have always materialized to fill the broadband pipe

But Who Really Needs 1 Gig Today?

Total estimated bandwidth needs for a heavy-user family of four today is only 40-130 Mbps



2 family members

streaming HD video on tablets in separate rooms



- 5-7 Mbps each for HDTV

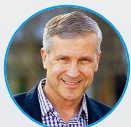


1 family member

watching Ultra-HD 4K IPTV, but also distracted on their phone



- 10-48 Mbps for 4K TV
- 1-5 Mbps for web surfing



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Active home

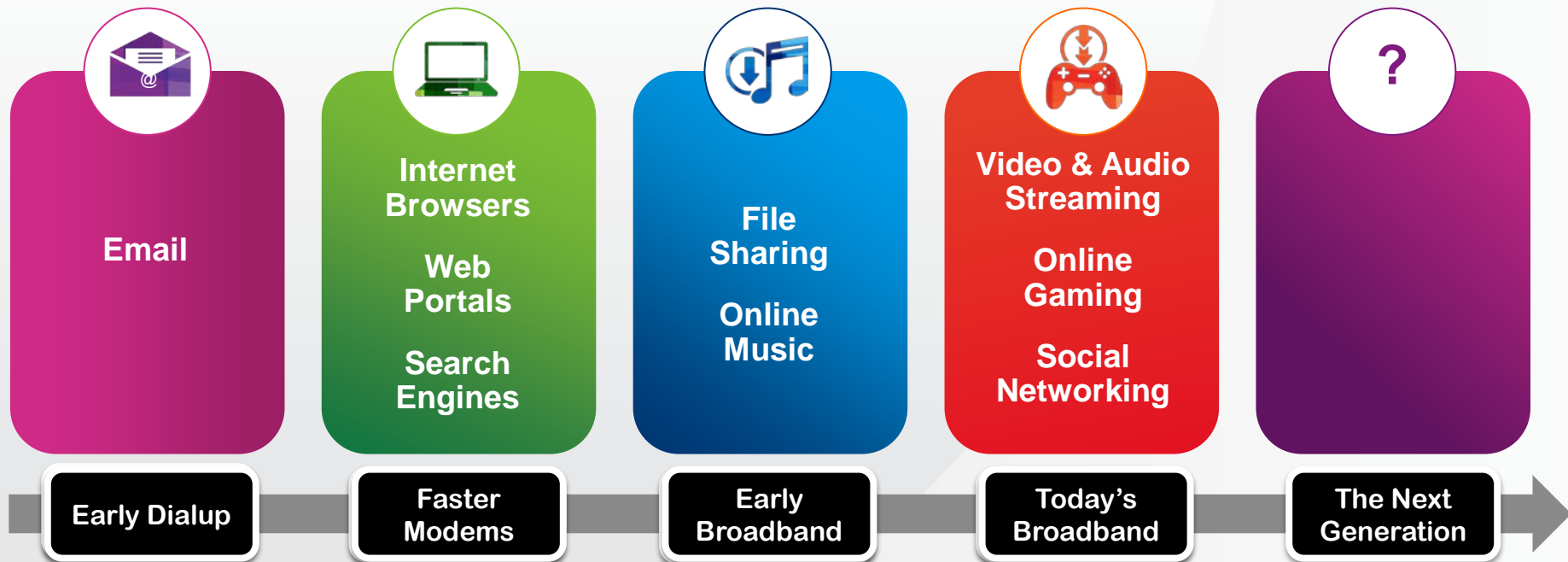
automation and wearables



- <10 Mbps (primarily driven by security cameras)

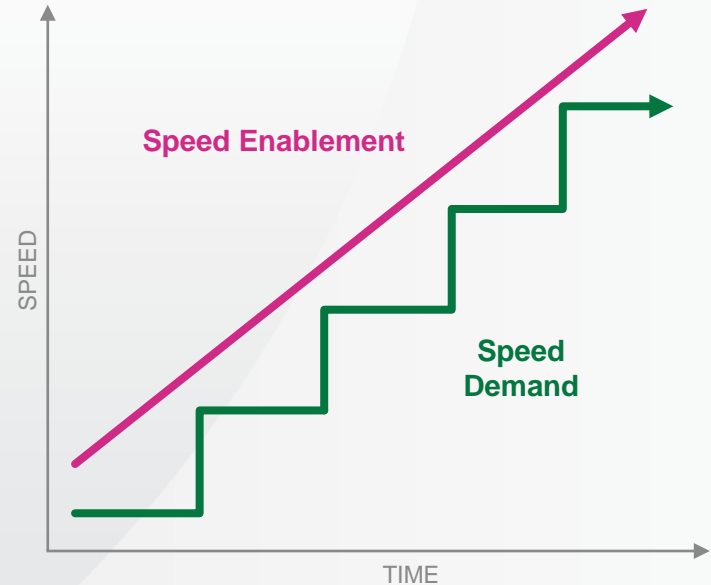
Gigabit Speeds Enable the Future

Every past innovation in bandwidth has enabled a new generation of applications to take advantage of it



Enabling the Next Generation of the Internet

- The speed demand curve is always shifting to the right
- The enablement curve has to stay ahead of the demand curve to meet customer needs and desires
- Gigabit speed represents the next generation of broadband access, which will enable the next generation of applications



WHAT COULD GIGABIT SPEEDS
ENABLE?

What Could Gigabit Speeds Enable?

NEXT-GENERATION SOCIAL NETWORKING

- High-resolution, instantaneous and always-on personal telepresence
- “Be” and “act” in multiple places at the same time

IMMERSIVE, VIRTUAL/SIMULATED REALITY IN COMMUNICATIONS AND ENTERTAINMENT

- Immersive, two-way gaming environments integrated with real life
- Virtual participation in entertainment events

REAL-TIME, CONSTANT STREAMING AND DISPLAYING OF INFORMATION

- Context-aware, highly customized
- person-to-person, person-to-machine and machine-to-machine information flow

HEALTH CARE AND MEDICINE REVOLUTIONIZED

- Real-time, life-like interactions with health care and wellness personnel, unconstrained by distance
- commonplace robotic and remote surgery

EDUCATION DELIVERED MORE EFFICIENTLY

- No distinction between “real” and “virtual classrooms”
- New forms of instruction and instructors

Cox's G1GABLAST



Speed

**1 Gig
Download &
Upload**

**Fiber to the
Home or
Apartment**

Features

**1 Terabyte
Cloud Storage**

10 Email Boxes

**Cox Security
Suite & Family
Protection**

WiFi

**802.11ac Home
WiFi Router**

**Cox WiFi &
Cable WiFi
access**

Bundle Options

**Cox Contour
TV (2TB DVR)**

**Premium
Channels**

**Cox Digital
Telephone**

**Cox Home
Security**

What Gig Customers Are Saying

“Gigabit speed delivers a better Internet experience”

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- Better streaming
 - Better large file upload and download
 - Better work from home
 - Better simultaneous device performance

“*I didn't have any expectations that it was going to make my Internet experience that much better...it's just that it will make it better in the future.***”**

“*Now it's just so easy. I had no idea I needed a gigabit, but I knew I needed something faster.***”**

“*I can do my work in less time now.***”**

“*Now it's fast enough for all of us to use at the same time.***”**

In Summary

- **Our customers want gig speeds**
and we've begun delivering that via fiber to the home
- **DOCSIS 3.1 will enable even wider deployment of 1 Gig,**
and we're making preparations to begin nationwide rollouts in late 2016
- **We have increased speeds 1,000% over the last 14 years**
and will continue to do so
- **In 2014, we doubled the speeds of our two most popular tiers.**
This year, we have increased speeds for our two entry level tiers
- **Cox is committed to bringing the faster speeds**
that our customers want and enabling the next generation of internet