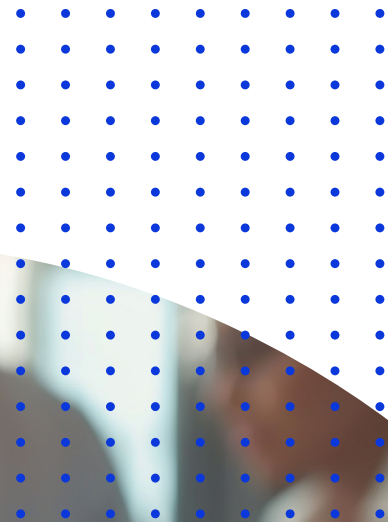


Quarterly Highlights 2Q25



The Power of Market Insight in a Volatile Broadband Landscape

The broadband market is changing faster, more locally, and more competitively than ever before.

Shifts in government funding, regional infrastructure investment, and evolving subscriber expectations are redefining how BSPs must operate to grow. At the same time, rising competition and pricing pressure require every strategic move to be sharper, more data-informed, and more accountable to business results.

In this environment, success doesn't go to the fastest, or least expensively priced, provider.

It goes to the most informed.

Accordingly, market insight is no longer a "nice-to-have." It's the backbone of smart, scalable growth. When BSPs understand the contours of their local markets such as who they're competing with, what subscribers expect, and how pricing, technology, and service quality intersect, they can act decisively and confidently. They can build solutions that convert. They can plan upgrades with confidence.

They can align teams around anticipated outcomes instead of assumptions.

This report delivers actionable perspectives across critical business areas including growth strategy, market intelligence, subscriber sentiment, best practices, financial modeling, and competitive positioning. Each section offers practical insight so you can start using this intelligence immediately to protect margin, increase subscriber loyalty, and identify your next move with greater clarity.



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HIGHLIGHT 1

Actionable Market Intel, Not Just Data

The Difference Between Smart and Lucky is Visibility

In today's volatile broadband environment, BSPs are under pressure to make more informed, faster decisions whether it's setting pricing for a new speed tier, launching promotional bundles, or identifying regional growth opportunities. Yet too many continue to rely on legacy knowledge, anecdotal insights, or gut instinct. These methods may have worked in the past, but market dynamics now shift far too quickly for intuition to be enough.

Market volatility, increased subsidy-driven buildouts, and competitor expansion make it essential to operate with a granular understanding of what's happening in your region, not the national average but your local battlefield.

TAKEAWAY

Success in broadband isn't just about what you know, it's about where and how quickly you know it. BSPs must move from anecdotal decision-making to insight-driven action. Localized benchmarks on pricing, technology deployment, and service tiers give providers the context they need to compete with confidence and avoid margin-eroding guesswork.

Things to Consider

- Benchmark offerings by ZIP code rather than national standards to create more competitive local pricing strategies.
- Use competitive overlays to identify whitespace or overserved areas where service upgrades or experience differentiation will win.

Getting Started

- Build a "market health dashboard" that's updated quarterly with regional pricing, competition density, and subscriber trends.
- Bookmark and return to trusted resources like Calix Market Insights to stay current with national- and state-level changes.

HIGHLIGHT 2

Subscriber Sentiment is the New Growth Supercharger

In the Experience Era, Feelings Are Fuel

The broadband playing field is evolving from speed races to experience wars. Infrastructure still matters, but how subscribers feel about their service now defines retention, upsell, and referral potential. Subscribers expect seamless experiences, responsive support, and personalization across every interaction from onboarding to troubleshooting.

This is why metrics like NPS, satisfaction scores, and sentiment analysis are no longer back-office reports but strategic growth tools. The BSPs paying closest attention to the voice of the subscriber are the ones building true loyalty.

TAKEAWAY

Traditional metrics like throughput and uptime are simply table stakes. Differentiation comes from delivering experiences that subscribers value and find memorable. Understanding how subscribers feel, and why, allows BSPs to respond faster, personalize more deeply, and grow more smartly.

Things to Consider

- Incorporate sentiment metrics in executive dashboards and quarterly business reviews.
- Break down subscriber data by region, product line, and customer type to spot trends and highlight experience gaps.

Getting Started

- Launch a “Voice of the Subscriber” program to collect qualitative feedback through surveys, support interactions, and social media.
- Align teams around experience KPIs, not just operational ones.

HIGHLIGHT 3

Leverage Best Practices from Your Peers

Build Once, Win Often

BSPs don't need more abstract models. They need real-world playbooks rooted in replicable success. Whether it's a rural expansion plan that beat adoption targets, a campaign that drove record upsells, or a support model that cut churn by half, these are the case studies that matter most.

Success becomes scalable when it's documented, tested, and adjusted. The best-run BSPs don't just get lucky, they create a system of success.

TAKEAWAY

Winning strategies are out there but too often they live in a siloed spreadsheet, a one-off campaign deck, or worse, someone's head. By treating best practices as living assets, BSPs can accelerate learning, avoid repeat mistakes, and scale what works.

Things to Consider

- Formalize a “test and scale” mindset where pilots inform broader launches.
- Make optimization a muscle — test, track, and iterate routinely.

Getting Started

- Build a “BSP Playbook Library” sourced from internal wins and industry examples.
- Gather real-time feedback from field teams and refine tactics quarterly.

HIGHLIGHT 4

Financial Rigor Fuels Strategic Growth

Don't Just Operate, Forecast, Justify, and Scale

Long-term growth demands more than tactical planning. BSPs must model financial outcomes across a range of scenarios from capital investment in new markets to the long-term impact of managed service adoption, or bundling strategies.

In a world of fluctuating grant funding, changing subscriber needs, and rising competition, financial modeling must become an everyday tool, not an annual one. Those who tie growth plans to detailed, defensible financial models will secure funding, executive alignment, and strategic clarity faster than those who rely on spreadsheets built in a vacuum.

TAKEAWAY

When finance, operations, and marketing speak the same language, smart growth happens faster. BSPs that operationalize financial rigor make better tradeoffs, fund more bold moves, and stay aligned across teams.

Things to Consider

- Sync budgeting with strategic initiatives, not just historical run rates.
- Educate cross-functional teams on how financial decisions shape (and are shaped by) market realities.

Getting Started

- Leveraging the Calix Market Insights ROI Simulator as an initial guide, develop a unified ROI framework that includes customer acquisition cost, churn impact, and upgrade profitability.
- Use sensitivity models to understand how changes in ARPU, competition, or technology costs affect growth plans.

HIGHLIGHT 5

Understanding the Competitive Landscape

Know the Game You're In and Who Else Is Playing

Most BSPs know who their competitors are. Fewer know where they're gaining share, what technologies they're deploying, or how their pricing fluctuates by region or local market. In a business filled with unlicensed wireless, municipal fiber, and overlapping incumbents, assuming is risky. Knowing is better.

Granular, up-to-date competitive intelligence allows providers to defend what they've built, and pursue what others haven't. Whether it's spotting a service dead zone, identifying a provider pullback, or tracking promo pricing in a bordering county, these are the insights that give providers an edge.

TAKEAWAY

In broadband, the landscape shifts fast. Providers that treat competitive intelligence as a living asset rather than a one-time snapshot will discover hidden opportunities and respond before others realize there's a shift.

Things to Consider

- Map churn hotspots against competitor presence and pricing.
- Use competitor benchmarks to guide new product launch timing and promotional tactics.

Getting Started

- Leverage the Calix Market Insights Broadband map to track competitor technology shifts (e.g., fixed wireless to fiber) to anticipate positioning changes.
- Establish a real-time "competitive radar" dashboard and assign internal owners to maintain it.

What the Data Tells Us Now

Each quarter, we review broadband pricing, speed, provider density, technology deployment (and more) across the U.S. to help BSPs benchmark performance and identify opportunities.

Pricing Variability

Highest: District of Columbia

\$149.65

Lowest: Vermont

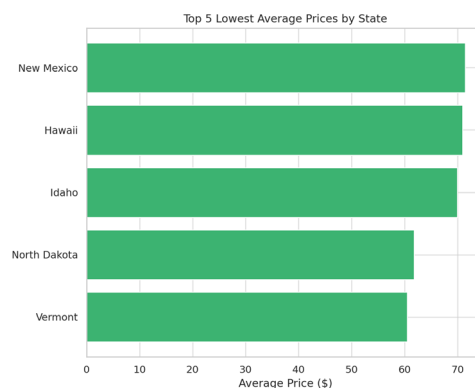
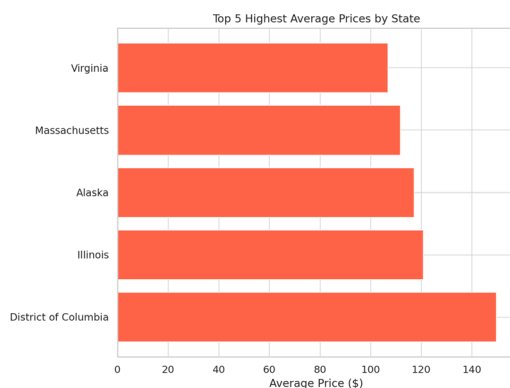
\$60.50

What It Means

The cost of broadband service still varies widely across the country, often reflecting not just cost-to-serve but also competition levels and technology mix. High-cost markets may indicate opportunity for value-driven positioning, while low-cost states demand tighter operational efficiency and value communication.

TAKEAWAY

Use state-level pricing benchmarks to recalibrate your offer strategy and prevent margin erosion. In high-price regions, premium-based strategies may work well. In low-price zones, differentiation through experience and bundling may offer more upside than head-to-head price competition.



What the Data Tells Us Now

Each quarter, we review broadband pricing, speed, provider density, technology deployment (and more) across the U.S. to help BSPs benchmark performance and identify opportunities.

Speed Leaders

Upload (Mbps)

Connecticut	Alaska
544.56	34.31

Download (Mbps)

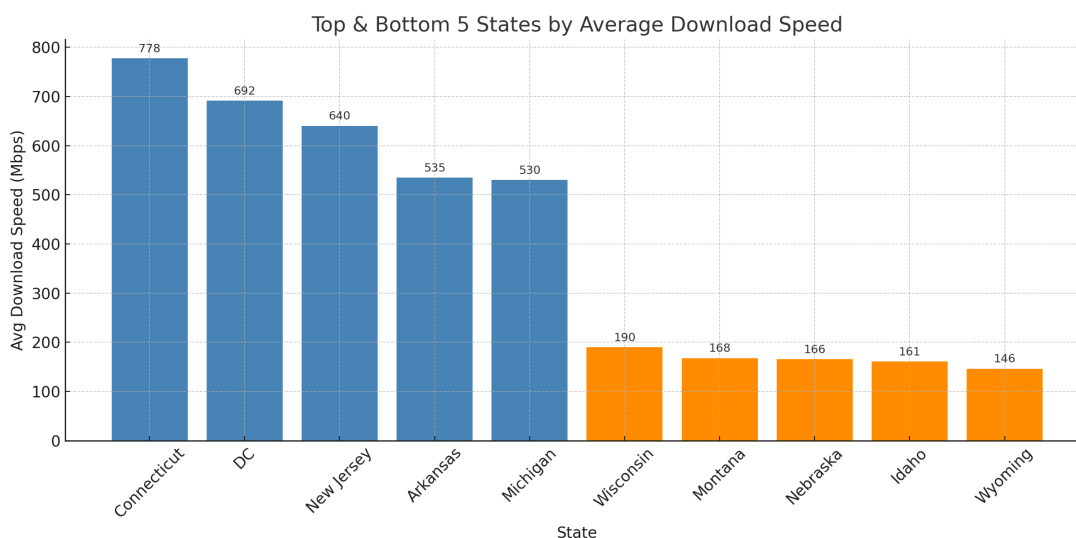
Connecticut	Wyoming
777.65	146.21

What It Means

Connecticut leads the country in both upload and download speeds, reflecting significant infrastructure investment—likely in fiber. At the other end, Alaska and Wyoming highlight the continued disparity in access and performance. These extremes offer examples of both competitive maturity and opportunity for disruption.

TAKEAWAYS

In high-speed states, invest in messaging around reliability, security, and whole-home experience—speed alone won't win. In slower areas, performance-focused campaigns and managed service adoption could deliver outsized growth.



What the Data Tells Us Now

Each quarter, we review broadband pricing, speed, provider density, technology deployment (and more) across the U.S. to help BSPs benchmark performance and identify opportunities.

Provider Density

Iowa

226 Fiber Providers

California

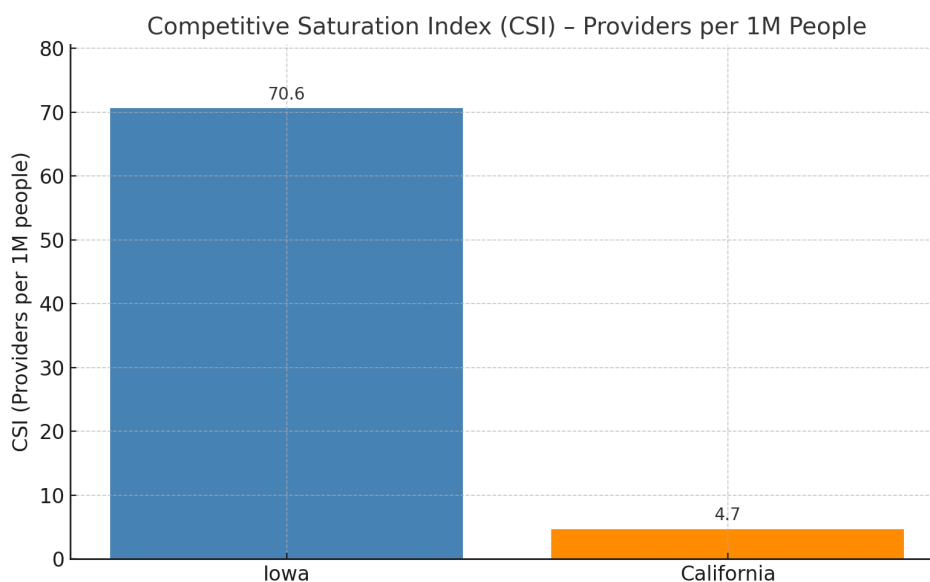
85 Fiber Providers **99** Fixed Wireless

What It Means

Some states are extremely saturated with infrastructure players including alternative and niche access technologies. For instance, despite its small population, Iowa has a CSI of 70.6 providers per million people, compared to California's 4.7. High saturation in smaller markets creates unique pressure and strategic demands, but also raises questions about service overlap, sustainability, and subscriber acquisition cost.

TAKEAWAYS

If you're in a highly saturated state, lean into differentiation via value-based offers, proactive support, and community engagement. In less dense states, first-mover advantage and rapid expansion could be more critical.



What the Data Tells Us Now

Each quarter, we review broadband pricing, speed, provider density, technology deployment (and more) across the U.S. to help BSPs benchmark performance and identify opportunities.

Technology-Based Pricing

Fiber

District of Columbia

\$176.72

vs.

Vermont

\$60.50

Copper

North Dakota

\$49.95

vs.

Alaska

\$101.85

Coax

District of Columbia

\$162.99

vs.

West Virginia

\$64.17

Fixed Wireless

Alaska

\$107.41

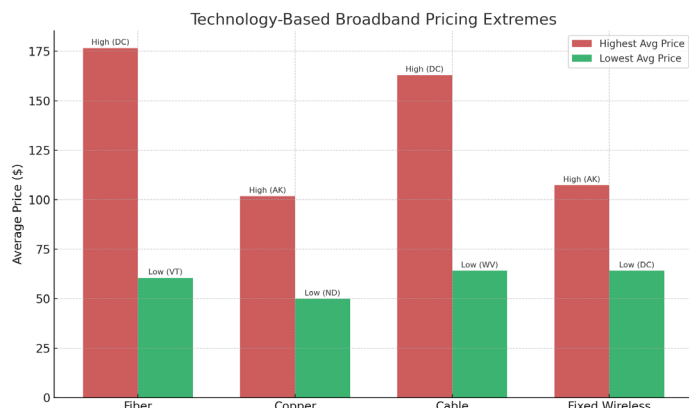
vs.

District of Columbia

\$64.17

What It Means

Technology doesn't always dictate price. The same delivery method can vary in cost by nearly 3x depending on the market. This indicates the importance of local competitive pressures, perceived value, and cost of deployment.



TAKEAWAYS

Don't assume your tech stack dictates your price ceiling. Monitor real-time technology-based pricing across your markets to optimize packages and solution structure. Where competitors underprice, lead with reliability. Where you hold a technical advantage, don't be afraid to command a premium.



Moving From Insights to Impact

Information alone isn't power, applied insights is. BSPs who connect market intelligence with daily operations can make smarter, faster decisions and outperform their competition. This report outlines a repeatable growth engine grounded in intelligence, sentiment, best practices, financial planning, and competitive awareness.

Looking ahead, we'll be updating this report frequently. We hope you'll use it as a catalyst to spark internal conversations, shape new initiatives, and challenge assumptions. Your ability to act on insights is your greatest advantage in the quarters ahead.

And, we're here to help.

About the Insights in This Report

This report is based on curated insights from a combination of proprietary Calix data, public sources such as FCC broadband datasets and national infrastructure reports, and benchmarking from across the broadband industry. The findings have been normalized and synthesized to highlight patterns and best practices relevant to broadband service providers of all sizes across the United States.