

# 5G FWA Is Providing Real Cable Competition— More Spectrum Is Key to Billions in New Consumer Savings



## \$8.1B

With more spectrum, 5G FWA could help consumers realize savings of \$8.1B/year.  
*Econ One*



## 43%

5G FWA deployment could serve 43% of America's rural households.  
*Accenture*

5G fixed wireless access (FWA) service, also known as 5G home broadband, accounted for 90% of all new broadband subscriptions in 2022, and the two fastest growing home broadband providers are wireless companies.

A new survey and report by Econ One explains the trend—5G FWA home broadband service offers high speeds and low prices, competing directly with cable, and we see consumers are embracing more choice.

Policymakers can help quickly bring more competition and consumer savings to even more Americans with additional spectrum: if operators had additional spectrum capacity to compete more aggressively, FWA would further drive down cable pricing resulting in \$8.1 billion in savings.

### **5G FWA Will Bring Notable Consumer Savings Where Cable Is the Only Existing High-Speed Provider**

To determine how consumers will benefit from the further expansion of 5G FWA, Econ One conducted a survey to estimate the impact that 5G FWA would have on wireless substitution and consumer pricing under a number of different scenarios. The results found significant consumer savings, especially in markets where cable is the only existing high-speed broadband provider, which currently represents about 30% of high-speed broadband households.

Assuming no capacity constraints, if ubiquitous 5G FWA expands into these markets at current FWA prices, then prices on existing cable broadband offerings will fall by 37% in response to the new offering. Consumers are already seeing cable companies dropping prices in markets because of this 5G FWA competition.

### **More Mid-Band Spectrum Will Allow 5G FWA to Scale and Maximize Full Consumer Benefits**

For providers to expand 5G FWA to more Americans, offer even more robust service and speeds, and help consumers keep money in their pockets, more exclusive-use, licensed, mid-band spectrum is essential, particularly in the Lower 3 GHz, 4 GHz, and 7/8 GHz bands.

Cable executives try to discount 5G fixed wireless competition because the “future growth ... of FWA will be curtailed by capacity constraints.” Congress and this Administration can rectify that with more spectrum. A recent report from Accenture found “the full potential of wireless operators’ 5G FWA offerings will be unlocked by additional licensed mid-band access with technical requirements optimized for commercial 5G services.”