

Introduction

January 16, 2026

As competitive pressure across legacy markets continues to increase, driving sustained production requires a clear understanding of how market dynamics, consumer behavior, and internal performance intersect. DEVCOM has conducted the following legacy deployment analysis to support WOW! in identifying where direct legacy sales efforts can be most effectively focused to maximize production. This report evaluates three active WOW! markets through the lens of competitive landscape and field-level viability.

To strengthen the accuracy and actionability of this probe, DEVCOM's external market research is intended to be complemented by WOW!'s internal data, including node-level penetration, an assessment of active internal assets, and market-specific disconnect rates. When combined, these inputs will enable a more comprehensive view of both opportunity and constraint, optimizing our deployment strategy.

Probing Strategy

To conduct this analysis, DEVCOM's probing methodology leveraged WOW!'s internal turf management platform, SPOTIO, and FCC Broadband Data to analyze active legacy markets at the neighborhood level. This analysis focuses on understanding competitive presence within serviced areas, assessing relative penetration and turf fatigue, and identifying opportunities for renewed production. Insights are supplemented with internal anecdotes from prior deployments to ensure findings reflect field conditions.

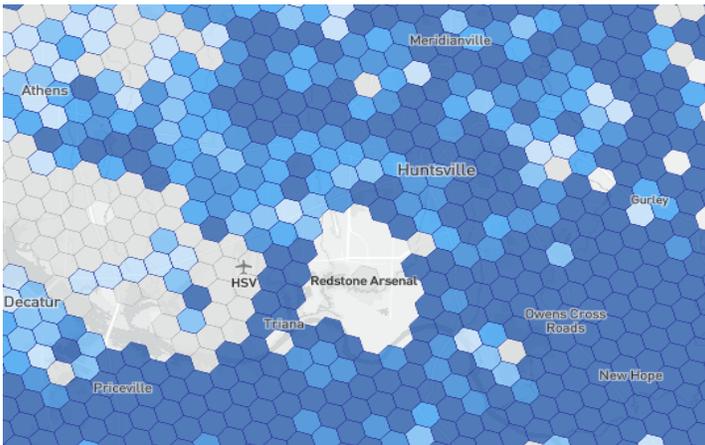
Selected Markets for Probing



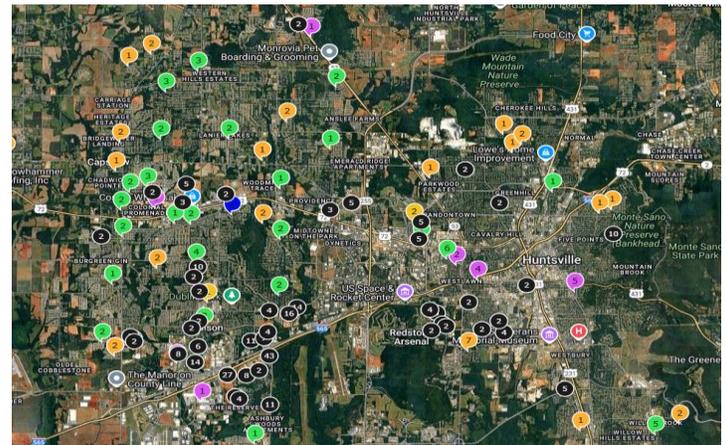
The Huntsville Overview

The Huntsville market represents a highly competitive landscape with multiple established providers, including Google Fiber, Xfinity, AT&T Fiber, and T-Mobile 5G. As the presence of various fiber options increases competitive pressure, current internal activity levels remain low, indicating limited recent saturation and potential room for a ramp-up in production. To better understand the true opportunity within this market, additional analysis is required regarding network performance and historical churn trends, as these factors will directly influence long-term production sustainability. DEVCOM supplemented internal insights with FCC Broadband Data to evaluate provider overlap and neighborhood-level competition. This comprehensive approach will generate a clearer assessment of where targeted sales efforts can be most effectively deployed and whether the Huntsville market can support consistent, scalable production.

FCC Broadband Analysis



The FCC National Broadband Map (data as of June 30, 2025) illustrates heavy fiber coverage across the entire Huntsville market. Areas that appear underserved, pictured in grey, are not serviced by WOW!



In Huntsville, recent penetration is denser in the southwestern region, shown by the “Won” leads above. Our deployment strategy would involve a focus on investigating brand perception and pricing strategy-viability during the ramp-up period. DEVCOM will initially focus on the high-traction areas and move into underserved nodes after conducting an initial reconnaissance.

Local Xfinity Offerings

<p>100 Mbps</p> <p>\$80/mo</p> <p>\$30 /mo</p> <p>NOW Internet Requires Autopay</p>	<p>300 Mbps</p> <p>\$80/mo</p> <p>\$40 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>	<p>500 Mbps</p> <p>\$95/mo</p> <p>\$45 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>	<p>1 Gig</p> <p>\$110/mo</p> <p>\$50 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>
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Local Fixed-Wireless Offerings

T-5G

\$30 — **\$40** — **\$50**

Local Google Fiber Offerings

core

1 Gig | \$70/mo

home

3 Gig | \$100/mo

edge

8 Gig | \$150/mo

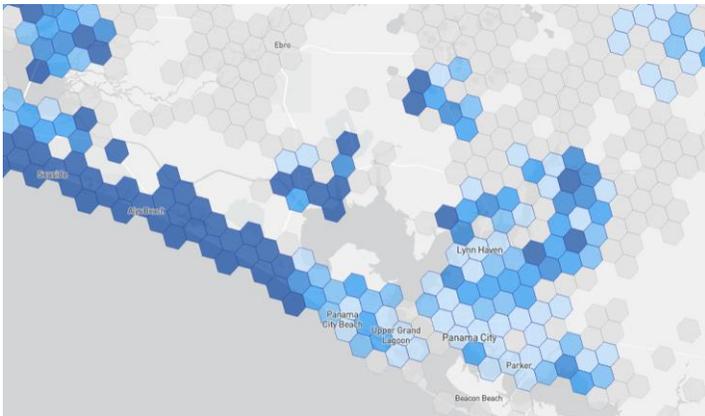
Local AT&T Fiber Offerings

<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 100</p> <p>100Mbps speed</p> <p>\$55.00/mo:</p> <p>\$45.00 /mo</p> <p>Plus taxes and fees</p>	<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 500</p> <p>500Mbps speed</p> <p>\$75.00/mo:</p> <p>\$55.00 /mo</p> <p>Plus taxes and fees</p>	<p>★ AT&T All-Fi® Pro included—a \$300/yr. value!</p> <p>AT&T Internet 2000</p> <p>2 GIG speed</p> <p>\$155.00/mo:</p> <p>\$115.00 /mo</p> <p>Plus taxes and fees</p>
<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 300</p> <p>300Mbps speed</p> <p>\$65.00/mo:</p> <p>\$45.00 /mo</p> <p>Plus taxes and fees</p>	<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 1000</p> <p>Up to 1 GIG speed</p> <p>\$90.00/mo:</p> <p>\$70.00 /mo</p> <p>Plus taxes and fees</p>	<p>★ AT&T All-Fi® Pro included—a \$300/yr. value!</p> <p>AT&T Internet 5000</p> <p>5 GIG speed</p> <p>\$255.00/mo:</p> <p>\$145.00 /mo</p> <p>Plus taxes and fees</p>

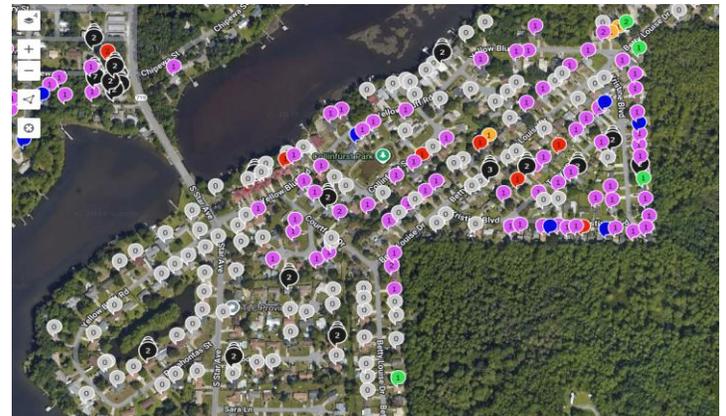
The Panama City Beach Overview

The Panama City Beach market presents a strong opportunity for targeted direct sales growth based on favorable competitive conditions and current turf exhaustion. The market includes a mix of providers (e.g. LiveOak Fiber, AT&T Fiber, Xfinity, and fixed wireless options from AT&T and T-Mobile) yet certain pockets remain relatively underserved by fiber competition. DEVCOM would focus initial efforts on the Callaway and Springfield areas, where fiber overbuild is limited and switching potential is higher. We understand the specific permitting requirements within Callaway and are prepared to fully comply with local processes to ensure seamless field operations. Additionally, WOW!'s ability to offer edge-out service in this market aligns well with our sales cadence, providing flexibility to pursue legacy and fiber production. In addition, recent internal headcount and minimal turf exhaustion position Panama City Beach as a viable market for deployment and sustained production. The proceeding page summarizes current competitor offerings.

FCC Broadband Analysis



The FCC National Broadband Map (Data as of June 30, 2025) indicates heavy fiber coverage along the western coastline with coverage becoming more sparse as we look east towards Springfield and Callaway. DEVCOM will reassess Panama City Beach's fiber coverage upon the expected FCC December 31, 2025, update.



Throughout Panama City Beach, we have noticed underserved nodes, like the one above, scattered throughout the market. Despite housing active customers, we acknowledge these areas' potential for additional penetration via uncontacted passings. After integrating with tech ops and establishing clear context on these areas, DEVCOM will focus assets on these nodes to optimize production ramp-up.

Local Xfinity Offerings

<p>100 Mbps</p> <p>\$30 /mo</p> <p><small>NOW Internet Requires Autopay</small></p>	<p>300 Mbps</p> <p>\$80/mo</p> <p>\$40 /mo for 5 years</p> <p><small>with \$10 Autopay & Paperless Discount</small></p>	<p>500 Mbps</p> <p>\$95/mo</p> <p>\$45 /mo for 5 years</p> <p><small>with \$10 Autopay & Paperless Discount</small></p>	<p>1 Gig</p> <p>\$110/mo</p> <p>\$50 /mo for 5 years</p> <p><small>with \$10 Autopay & Paperless Discount</small></p>
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Local Fixed Wireless Offerings



\$30 —
 \$40 —
 \$50

\$47 —
 \$60

Local LiveOak Fiber Offerings

<p>Basic</p> <p>500 Mbps</p> <p>\$59/mo</p> <p><small>Good for email, browsing, and light streaming.</small></p>	<p>Connected Home</p> <p>1 Gbps</p> <p>\$85/mo</p> <p><small>Great for streaming, video calls, and multiple connected devices.</small></p> <p>\$100 Gift Card</p>	<p><small>POPULAR</small></p> <p>Home Premier</p> <p>2 Gbps</p> <p>\$99/mo</p> <p><small>Best for limitless streaming, multiple devices, gaming, and working from home.</small></p> <p>\$150 Gift Card</p>	<p>Home Unlimited</p> <p>5 Gbps</p> <p>\$139/mo</p> <p><small>For those who demand the ultimate performance.</small></p> <p>\$300 Gift Card</p>
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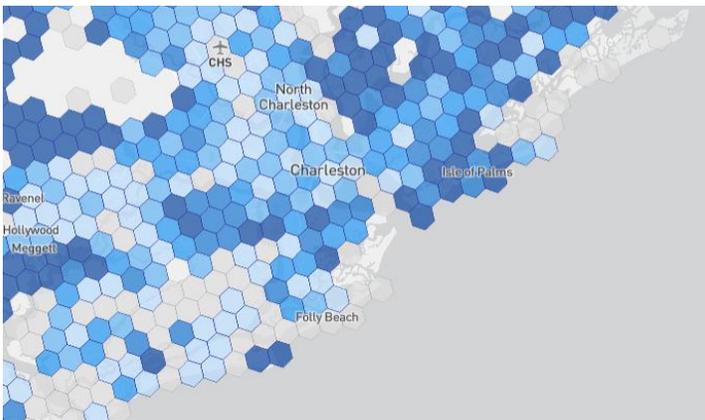
Local AT&T Fiber Offerings

<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 100</p> <p>100Mbps speed</p> <p>\$55.00/mo:</p> <p>\$45.00/mo</p> <p><small>Plus taxes and fees</small></p>	<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 500</p> <p>500Mbps speed</p> <p>\$75.00/mo:</p> <p>\$55.00/mo</p> <p><small>Plus taxes and fees</small></p>	<p>★ AT&T All-Fi® Pro included—a \$300/yr. value!</p> <p>AT&T Internet 2000</p> <p>2 GIG speed</p> <p>\$155.00/mo:</p> <p>\$115.00/mo</p> <p><small>Plus taxes and fees</small></p>
<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 300</p> <p>300Mbps speed</p> <p>\$65.00/mo:</p> <p>\$45.00/mo</p> <p><small>Plus taxes and fees</small></p>	<p>★ Option to upgrade to AT&T All-Fi® Pro</p> <p>AT&T Internet 1000</p> <p>Up to 1 GIG speed</p> <p>\$90.00/mo:</p> <p>\$70.00/mo</p> <p><small>Plus taxes and fees</small></p>	<p>★ AT&T All-Fi® Pro included—a \$300/yr. value!</p> <p>AT&T Internet 5000</p> <p>5 GIG speed</p> <p>\$255.00/mo:</p> <p>\$145.00/mo</p> <p><small>Plus taxes and fees</small></p>

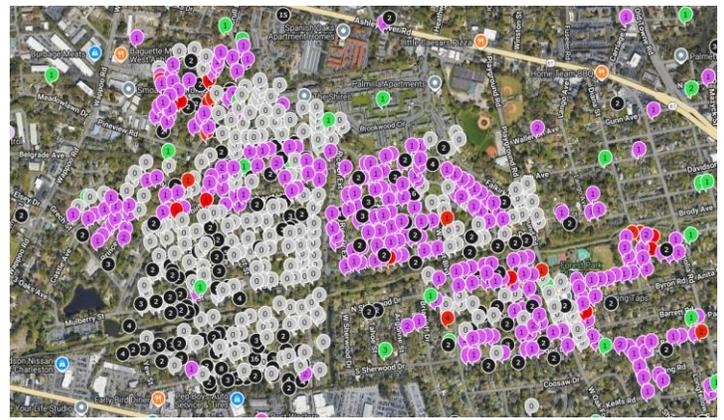
The Charleston Overview

The Charleston market presents a balanced opportunity for incremental direct sales growth. This deployment would be supported by favorable turf conditions and targeted areas with limited fiber competition. The competitive landscape includes Xfinity, AT&T Fiber, Spectrum, and fixed wireless options from T-Mobile 5G. While the presence of multiple providers creates an extremely competitive environment, current internal asset usage remains low with plenty of nodes rested. Additionally, there are numerous neighborhoods that have largely avoided direct fiber overlap, offering attractive pockets where switching potential is higher and competitive pressure is more manageable. These factors suggest that, with focused deployment and strategic turf selection, Charleston can support consistent and scalable sales performance.

FCC Broadband Analysis



The FCC National Broadband Map (data as of June 30, 2025) indicates moderate fiber coverage across the Charleston market. DEVCOM will reassess Charleston's fiber coverage upon the expected FCC December 31, 2025, update. WOW!'s legacy coverage overlaps well with the less fiber-dense areas.



Throughout the Charleston market, we have noticed underserved nodes, like the one above, scattered throughout with little-to-no fiber overlap. This competitive landscape, low turf exhaustion, and inactivity of internal assets make these areas high priority considering the dense competitor presence across the rest of the market.

Local Xfinity Offerings

<p>100 Mbps</p> <p>\$30 /mo</p> <p>NOW Internet Requires Autopay</p>	<p>300 Mbps</p> <p>\$80/mo</p> <p>\$40 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>	<p>500 Mbps</p> <p>\$95/mo</p> <p>\$45 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>	<p>1 Gig</p> <p>\$110/mo</p> <p>\$50 /mo for 5 years</p> <p>with \$10 Autopay & Paperless Discount</p>
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Local Fixed-Wireless Offerings

T-5G

\$30 — **\$40** — **\$50**

Local Spectrum Offerings

INTERNET ADVANTAGE

100 Mbps

Reliable speeds for a smooth online experience.

Fiber-Powered Internet

\$30 /mo
for 1 year

INTERNET PREMIER

500 Mbps

Powers seamless work and entertainment across multiple devices.

Fiber-Powered Internet

Free installation and activation

~~\$50~~
\$40 /mo
for 1 year

INTERNET GIG

1 Gbps

Fuels serious gaming, streaming and working from home for the whole household.

Fiber-Powered Internet

Free installation and activation

~~\$70~~
\$50 /mo
for 1 year

Local AT&T Fiber Offerings

★ Option to upgrade to AT&T All-Fi® Pro

AT&T Internet 100

100Mbps speed

~~\$55.00/mo.~~
\$45.00 /mo
Plus taxes and fees

★ Option to upgrade to AT&T All-Fi® Pro

AT&T Internet 500

500Mbps speed

~~\$75.00/mo.~~
\$55.00 /mo
Plus taxes and fees

★ AT&T All-Fi® Pro included—a \$300/yr. value!

AT&T Internet 2000

2 GIG speed

~~\$155.00/mo.~~
\$115.00 /mo
Plus taxes and fees

★ Option to upgrade to AT&T All-Fi® Pro

AT&T Internet 300

300Mbps speed

~~\$65.00/mo.~~
\$45.00 /mo
Plus taxes and fees

★ Option to upgrade to AT&T All-Fi® Pro

AT&T Internet 1000

Up to 1 GIG speed

~~\$90.00/mo.~~
\$70.00 /mo
Plus taxes and fees

★ AT&T All-Fi® Pro included—a \$300/yr. value!

AT&T Internet 5000

5 GIG speed

~~\$255.00/mo.~~
\$145.00 /mo
Plus taxes and fees

Conclusion

This legacy deployment analysis highlights that while competitive pressure continues to intensify across WOW!'s footprint, meaningful opportunities for sustained production remain when deployment is approached with precision and market-specific discipline. Across the three markets evaluated, competitive density alone is not the determining factor of viability. Rather, the interaction between fiber overlap, turf exhaustion, internal asset utilization, and localized provider-switching dynamics ultimately defines where legacy efforts can be most effectively scaled.

Huntsville represents a high-competition environment dominated by fiber overbuild, where near-term production viability hinges on further validation of network performance, pricing competitiveness, and churn behavior. While current internal activity levels suggest available runway, disciplined reconnaissance and targeted testing are required before committing to broader deployment. In contrast, Panama City Beach emerges as the strongest near-term opportunity, supported by favorable turf conditions, identifiable underserved pockets, limited recent saturation, and operational flexibility enabled by WOW!'s edge-out. Charleston occupies a middle ground, offering scalable potential through selective deployment into low-overlap neighborhoods, where rested leads and manageable competitive pressure can support consistent production if turf selection is executed effectively.

Collectively, these findings reinforce the importance of a node-level, data-driven deployment strategy rather than a uniform markets-wide approach. By integrating FCC broadband intelligence with WOW!'s internal penetration, disconnect, and asset-utilization data, future deployments can be streamlined.