

DEVCOM DEPLOYMENT BRIEF

OPERATION PINELLAS

DevCom Special Mission Unit (SMU)

SECTOR: GULFPORT, FL - NORTH OF 15TH AVENUE SOUTH

1.976K ADDRESSES ALLOCATED

DEPLOYMENT WINDOW: 07-12 SEP 2026

01 ADVANCE

02 ACQUIRE

03 ACTIVATE

WOW! MISSION

Audit, stabilize and optimize the network, stress test targeted nodes, optimize Tech Ops readiness, deploy Direct Force, and lead every qualified order into completion.

600

RESIDENTIAL WINS TARGETED
OPERATION - WIDE

40

COMMERCIAL WINS TARGETED
OPERATION - WIDE

90

DAY CLOCK
MINIMUM 2X PENETRATION

MISSION SCOPE

WOW! Gulfport Overview

FINDING 01

LOW PENETRATION

FINDING 02

POOR QoE

FINDING 03

HIGH CHURN

01 / FRONTIER ASSESSMENT

PRIMARY FIBER OPPOSITION

Public evidence confirms Frontier construction in Gulfport by Q2 2021.
Location-specific fiber evidence north of 15th Ave S exists by 05 NOV 2021.
[S7][S8]

Current availability remains address-specific.

02 / COMPETITIVE ORDER OF BATTLE

THE OPPOSITION

- Frontier Fiber: strongest technical threat, up to 7 Gbps symmetric in select areas.
- Spectrum: broad cable footprint and aggressive internet/mobile bundling.
- T-Mobile Fiber: emerging local fiber offer, up to 2 Gbps, distinct from T-Mobile 5G Home Internet.
- Account for T-Mobile, AT&T Air, and Verizon fixed wireless, reseller offers, satellite.

WOW! CEO COMMAND

STABILIZE

Use XPERTrak to clear QoE network defects and issues before sales saturation.

RELEASE

Release only green nodes and serviceable addresses to DevCom.

ACQUIRE

Lead with change of WOW! ownership, capital investment, network modernization, Price Lock for Life, optimized support, same-day install readiness, and current approved offers.
[S10][S11]

ACTIVATE

Protect every order through Sales Ops scheduling, WOW! installation, and Sales Ops customer support.

600-install target spans Operation Pinellas and its four target nodes (not limited to Gulfport).

GULFPORT COMMAND + RELEASE CONTROL

Named ownership, release authority, escalation logic, and daily accountability

COMMAND OWNER

DevCom SMU Field Command

NETWORK RELEASE AUTHORITY

WOW! Network / Tech Ops

FIELD RELEASE AUTHORITY

DevCom SMU Command

SALES OPS HANDOFF

DevCom Sales Ops

INSTALLATION RESCUE

WOW! Installation + DevCom Sales Ops

CLOSEOUT OWNER

DevCom SMU Field Command

RELEASE / STOP-WORK TRIGGERS

- Release only green nodes and confirmed-serviceable addresses.
- Stop release for a red node, stale serviceability record, unresolved installation capacity, conflicting offer, or safety condition.
- Escalate customer-impacting QoE patterns before sales saturation.
- Maintain one route file, one owner, and one current offer set.

DAILY CONTROL: NETWORK + LEAD SYNC | FIELD RELEASE | EXCEPTION HUDDLE | HANDOFF REVIEW | DASHBOARD CLOSE

DATA REQUIRED BEFORE RELEASE

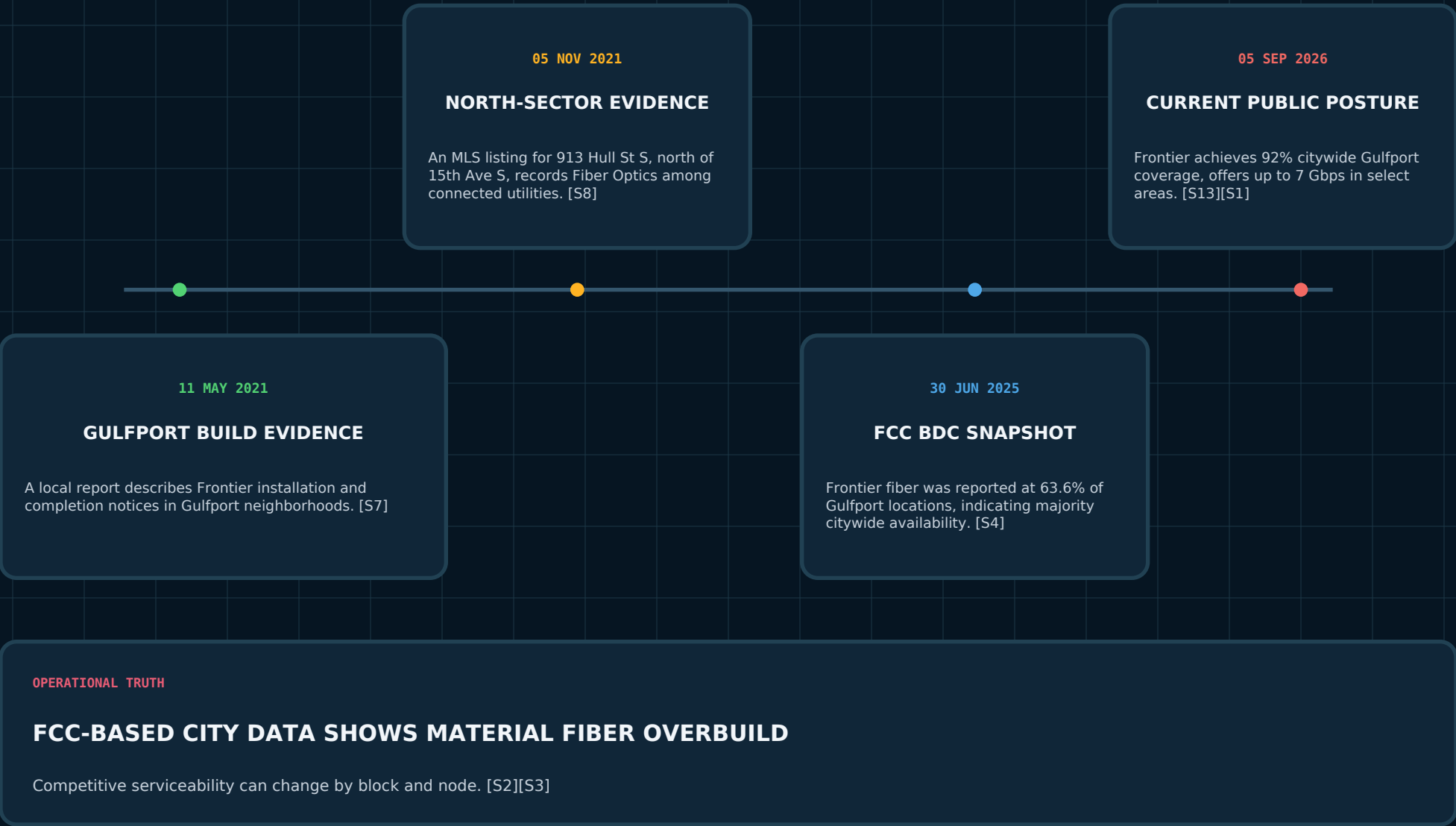
- Named owner and mobile number for each role
- Daily door, DM, order, install, and net-win targets
- Reporting times and command channel
- Install-capacity ceiling and rescue SLA
- Weather and safety stop-work thresholds
- Approved WOW! offer sheet and expiration dates

COMMAND GATE

No address enters acquisition until node status, serviceability, offer, and installation path are green.

FRONTIER ACTIVATION HISTORY

North-sector fiber documented by Nov. 2021; exact Frontier activation date not independently confirmed.



GULFPORT COMPETITIVE THEATER

Citywide baselines [S13]; north-sector address sample and allocation [S12][S14][S18]

100%

SPECTRUM CABLE SIGNAL

92%

FRONTIER COVERAGE

41

NORTH-SECTOR STREETS

1.976K

DEVCOM ADDRESSES

SPECTRUM Cable / HFC SPECTRUM.COM/INTERNET Tech Read: HFC means Hybrid Fiber-Coaxial. Fiber carries service into the neighborhood network, while coaxial cable typically completes the connection to the customer using DOCSIS technology. Unlike FTTH, the connection is not fiber from end to end. Actual QoE can be influenced by the subscribed tier, local network capacity, coax condition, modem and router performance, and in-home Wi-Fi.	FRONTIER / T-MOBILE Fiber-To-The-Home (FTTH) FRONTIER.COM/SHOP/DEALS T-MOBILE.COM/HOME-INTERNET/FIBER/PLANS Tech Read: FTTH means Fiber to the Home. Fiber runs directly to an optical network terminal at the customer's premises. Frontier and T-Mobile primarily use passive optical network architecture, where optical capacity is distributed among multiple locations. Actual QoE can be influenced by the subscribed tier, network provisioning, optical signal quality, the optical network terminal, router performance, and in-home Wi-Fi.
T-MOBILE HOME INTERNET Fixed Wireless T-MOBILE.COM/HOME-INTERNET/PLANS Tech Read: 5G fixed wireless uses a cellular network to deliver home internet through an indoor gateway. The gateway connects wirelessly to a nearby cell site and distributes service inside the home through Wi-Fi or Ethernet. Actual QoE can be influenced by signal strength, available cellular spectrum, tower capacity, network prioritization, building materials, gateway or hub placement, and in-home Wi-Fi.	VERIZON 5G HOME INTERNET Fixed Wireless VERIZON.COM/HOME/INTERNET/5G Tech Read: 5G fixed wireless uses Verizon's cellular network to deliver home internet through an indoor or window-mounted gateway. The gateway connects wirelessly to a nearby cell site and distributes service through Wi-Fi or Ethernet. Depending on location, the connection may use millimeter-wave or mid-band spectrum. Actual QoE can be influenced by spectrum availability, signal strength, tower capacity, obstructions, building materials, gateway placement, and in-home Wi-Fi.
AT&T INTERNET AIR Fixed Wireless ATT.COM/INTERNET/INTERNET-AIR Tech Read: 5G fixed wireless uses AT&T's cellular network to deliver home internet through an indoor All-Fi Hub. The connection between the residence and network is wireless rather than fiber or coaxial cable. Actual QoE can be influenced by signal strength, cellular spectrum, tower capacity, network management, building materials, hub placement, and in-home Wi-Fi.	XNET / RAPID Fixed Wireless XNETWIFI.COM/SHOP RAPIDSYS.COM/SERVICES/COVERAGE-AREA-PACKAGES Tech Read: Fixed wireless delivers internet from a tower or network site to receiving equipment installed at or inside the customer's premises. The final connection travels through radio spectrum rather than a physical fiber or coaxial line. Actual QoE can be influenced by distance, line of sight, terrain, buildings, foliage, spectrum conditions, tower capacity, backhaul, and customer equipment.
SATELLITE / RESELLERS Satellite / Resold Access EXAMPLES: STARLINK.COM/RESIDENTIAL EARTHLINK.NET/INTERNET Agent Tech Read: Satellite internet transmits data between customer equipment and satellites in orbit. Low-Earth-orbit systems generally provide lower latency than geostationary satellite systems because the satellites operate much closer to Earth. Actual QoE can be influenced by satellite capacity, network congestion, antenna placement, obstructions, weather, priority-data limits, and in-home Wi-Fi. Resellers may market service delivered through another company's underlying network, technology, and infrastructure.	

COMPETITIVE PRICING MATRIX

Spectrum | USD per month | Offer review: 06 SEP 2026 [S15]

PROVIDER / PLAN	DOWN / UP (Mbps)	MONTHLY OFFER	RETAIL / AFTER OFFER	EQUIPMENT + TERMS
<u>Spectrum 100</u>	100 / 20 Mbps tier 113 / 23 typical	\$30/mo First 12 months	\$50/mo After 12 months	Modem included. Advanced WiFi: +\$10/mo.
<u>Spectrum 500</u>	500 / 20 Mbps tier 572 / 23 typical	\$40/mo First 12 months	\$85/mo After 12 months	Modem included. Advanced WiFi: +\$10/mo.
<u>Spectrum 1 Gig</u>	1,000 / 35 Mbps tier 1,045 / 40 typical	\$60/mo First 12 months	\$105/mo After 12 months	Modem included. Advanced WiFi: Included.

INSTALLATION + RATE TERMS

Spectrum: \$20 activation; \$50 professional installation may apply; optional extender \$5/mo. Spectrum advertises unlimited data and no annual contract. Service speed does not automatically fall after the 12-month price promotion. Taxes and final offer terms apply.

[SPECTRUM.COM / RATE DISCLOSURE](#)

COMPETITIVE PRICING MATRIX

Frontier + T-Mobile Fiber | Maximum wired Mbps, down / up | Reviewed 06 SEP 2026 [S1][S5][S18]

PROVIDER / PLAN	DOWN / UP (Mbps)	MONTHLY OFFER	RETAIL / AFTER OFFER	EQUIPMENT + TERMS
<u>Frontier 500</u>	500 / 500	\$44.99/mo	\$54.99 listed See terms below	Wi-Fi 7 router included. 4-year base guarantee.
<u>Frontier 1 Gig</u>	1,000 / 1,000	\$0 first full month; then \$64.99/mo	\$74.99 listed See terms below	Wi-Fi 7 router included. 5-year base guarantee.
<u>Frontier 2 Gig</u>	2,000 / 2,000	\$79.99/mo	\$89.99 listed See terms below	Wi-Fi 7 router included. 5-year base guarantee.
<u>Frontier 5 Gig</u>	5,000 / 5,000	\$104.99/mo	\$114.99 listed See terms below	Wi-Fi 7 router included. 5-year base guarantee.
<u>Frontier 7 Gig</u>	7,000 / 7,000	\$124.99/mo	\$134.99 listed See terms below	Wi-Fi 7 router included. 5-year base guarantee.
<u>T-Mobile Fiber 300</u>	300 / 300	\$35/mo with AutoPay	\$45 card rate; offer end not stated	Router + installation included.
<u>T-Mobile Fiber 1 Gig</u>	1,000 / 1,000	\$50/mo with AutoPay; months 1 + 3 credited	\$60 card / \$70 renewal terms conflict	Router + installation included; mesh as needed.
<u>T-Mobile Fiber 2 Gig</u>	2,000 / 2,000	\$70/mo with AutoPay; months 1 + 3 credited	\$80 regular rate before AutoPay	Router + installation included; mesh as needed.

FIBER OFFER + RENEWAL TERMS

Bank AutoPay and paperless billing required. Credit-card AutoPay is \$5/mo more; no AutoPay is \$10/mo more. Frontier lists \$100 installation on 500 and free installation on 1 Gig+. Sales-channel offers may waive installation. Listed comparison prices are not promised post-guarantee rates; future rates are not published. Base guarantees exclude discounts. Some 1 Gig+ cards include a \$10 Verizon perk credit; reward offers may require one year and cannot all be combined. T-Mobile: AutoPay saves \$10/mo. The 1 Gig card and renewal terms conflict. The 2 Gig \$100-card order deadline was 31 AUG 2026 and is excluded. No automatic speed downgrade is stated after credits end.

[FRONTIER.COM/SHOP/DEALS](#) | [GO.FRONTIER.COM/FIBER/INTERNET](#)

COMPETITIVE PRICING MATRIX

T-Mobile 5G + AT&T Internet Air + Verizon | Typical Mbps, down / up | Reviewed 06 SEP 2026 [S17]

PROVIDER / PLAN	DOWN / UP (Mbps)	MONTHLY OFFER	RETAIL / AFTER OFFER	EQUIPMENT + TERMS
<u>T-Mobile Rely</u>	133-354 / 12-55	\$50 AutoPay; \$35 with voice	\$60 base rate Not introductory	5G gateway included. 5-year base price guarantee.
<u>T-Mobile Amplified</u>	170-498 / 12-55	\$60 AutoPay; \$45 with voice	\$70 base rate Not introductory	Wi-Fi 7 gateway included. 5-year base price guarantee.
<u>T-Mobile All-In</u>	170-498 / 12-55	\$70 AutoPay; \$55 with voice	\$80 base rate Not introductory	Wi-Fi 7 + mesh on request included. 5-year base price guarantee.
<u>AT&T Internet Air</u>	90-300 / 8-30	\$55 bank AutoPay; \$60 card AutoPay	\$65 before discounts (calculated)	All-Fi Hub included; \$0 self-setup.
<u>Verizon 5G Home</u>	25-85 / 5-10 mid-band 85-300 / 10-20 high-band	\$50 AutoPay; \$35 with mobile	\$60 base rate 3-year guarantee	Gateway included at no extra monthly charge.
<u>Verizon 5G Home Plus</u>	50-100 / 10-15 mid-band 200-500 / 20-35 high-band	\$60 AutoPay; \$45 with mobile	\$70 base rate 4-year guarantee	Gateway included at no extra monthly charge.
<u>Verizon 5G Home Ultimate</u>	85-250 / 10-20 mid-band 300-1,000 / 25-75 high-band	\$75 AutoPay; \$60 with mobile	\$85 base rate 5-year guarantee	Gateway included; Whole-Home Wi-Fi in select areas.

PROMOTIONS + FEES

T-Mobile: One month credit plus \$100 on Rely/Amplified or \$200 on All-In; \$35 device connection and \$1.60 recovery fee. Verizon: Online \$100 gift card on Home/Plus or \$200 on Ultimate; redemption and retention terms apply. Professional setup may cost \$99; waived on select offers. AT&T: \$65 is calculated from \$55 plus the \$10 bank-AutoPay discount; paperless billing required. Mobile-bundle rates require qualifying phone service. Price guarantees protect base rates, with exclusions; later rates are not published. All three advertise unlimited data and no annual contract. Speeds vary with signal and network load.

COMPETITIVE PRICING MATRIX

XNET + Rapid Systems + legacy Frontier DSL | USD per month | Reviewed 06 SEP 2026 [S13][S17]

PROVIDER / PLAN	DOWN / UP (Mbps)	MONTHLY OFFER	RETAIL / AFTER OFFER	EQUIPMENT + TERMS
<u>XNET Xcel</u>	4G fixed wireless; plan down/up not stated	\$79/mo sale rate	\$110 comparison rate; sale duration not stated	X Home bundle: \$179 upfront; \$329 comparison price. Unlimited data.
<u>XNET Xtreme</u>	5G fixed wireless; plan down/up not stated	\$89/mo sale rate	\$120 comparison rate; sale duration not stated	X Titan bundle: \$479 upfront; \$579 comparison price. Unlimited data.
<u>Rapid 10M</u>	10 / 2 Mbps	\$79/mo	\$79 regular rate; no promo term shown	\$149 basic / \$249 premium installation.
<u>Rapid 15M</u>	15 / 3 Mbps	\$89/mo	\$89 regular rate; no promo term shown	\$149 basic / \$249 premium installation.
<u>Rapid 25M</u>	25 / 5 Mbps	\$99/mo	\$99 regular rate; no promo term shown	\$149 basic / \$249 premium installation.
<u>Frontier DSL</u>	Legacy citywide listing: 10-25 / 1-3 Mbps [S13]	Current new-order price not published	Current retail rate not published	Legacy DSL is separate from fiber. No current DSL equipment quote published.

REGIONAL OFFER TERMS

XNET comparison prices are displayed sale references, not announced future bills. Router hardware capabilities are not a promised internet-service speed. Rapid rows use its Pinellas residential schedule, not other county schedules. Rapid states no data limits and month-to-month service; router purchase or rental is extra if required. The Frontier DSL row is a dated availability record, not a current sales offer; fiber prices do not describe DSL.

[XNETWIFI.COM/SHOP](#) | [RAPIDSYS.COM / RESIDENTIAL PACKAGES](#)

COMPETITIVE PRICING MATRIX

Named alternatives from the existing satellite / reseller category | Reviewed 06 SEP 2026 [S19]

PROVIDER / PLAN	DOWN / UP (Mbps)	MONTHLY OFFER	RETAIL / AFTER OFFER	EQUIPMENT + TERMS
<u>Starlink 100</u>	Up to 100 Mbps down; upload not stated here	From \$55/mo	\$55 current starting rate; no fixed promo term	Hardware may be \$0 upfront in eligible areas.
<u>Starlink 200</u>	Up to 200 Mbps down; upload not stated here	From \$85/mo	\$85 current starting rate; no fixed promo term	Free professional home installation advertised.
<u>Starlink Max</u>	Up to 400+ Mbps down; upload not stated here	From \$130/mo	\$130 current starting rate; no fixed promo term	Free professional installation; optional Mini offer.
<u>Hughesnet</u>	Portfolio up to 100 Mbps; entry-offer tier not stated	From \$39.99/mo First 12 months	Entry-offer renewal rate not published here	Free standard install for lease customers. Equipment lease/purchase quote required.
<u>Viasat Essentials</u>	Tier varies; upload not stated here	From \$39.99/mo First 3 months	From \$69.99/mo After 3 months	150 GB high-speed + standard data. Equipment lease and installation charges apply.
<u>Viasat Unleashed</u>	Plans up to 25-150 Mbps; upload not stated here	From \$69.99/mo First 3 months	From \$99.99/mo After 3 months	Unlimited data; no annual contract. Equipment lease / install charges vary.
<u>EarthLink</u>	Fiber portfolio: 100-5,000; \$24.95 tier not specified	Fiber advertised from \$24.95/mo	Offer-specific term and renewal rate not stated	Equipment / installation quote required; underlying access and plan vary.

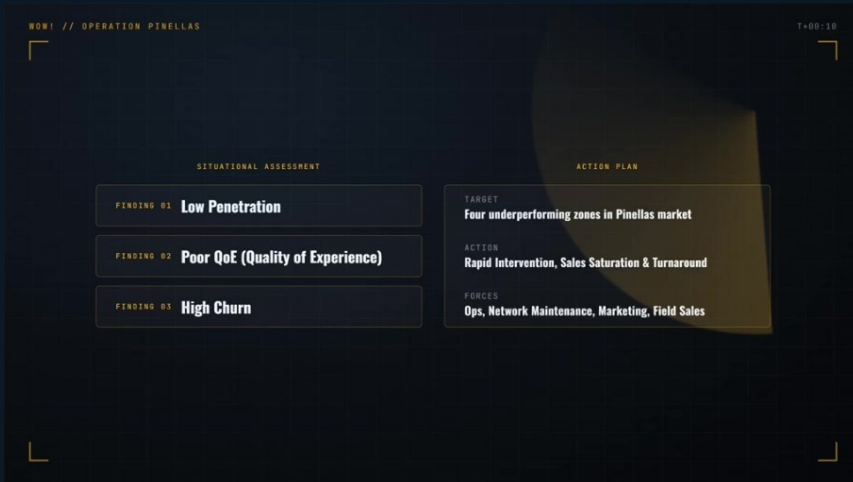
OFFER TERMS + SOURCE LINKS

Starting prices are not a complete installed bill. Viasat's \$30/mo discount for three months must be requested by phone. Satellite speed and priority-data policies differ by plan. No published offer above specifies an automatic post-promotion speed downgrade.

[STARLINK.COM/RESIDENTIAL](#) | [HUGHESNET.COM / PLANS](#) | [VIASAT.COM / PLANS](#) | [EARTHLINK.NET/INTERNET](#)

WOW! TECHNICAL

The supplied motion brief is the authoritative source for WOW!'s operational objectives



VIDEO STILL: SITUATIONAL ASSESSMENT + ACTION PLAN



VIDEO STILL: OPERATION-WIDE MISSION TARGETS

OPERATION PINELLAS PARAMETERS

TARGET ZONES

- Gulfport Residential
- Gulfport Residential Competition
- Dunedin Residential
- Oldsmar Commercial

Scale shown in video

8,500

HOMES PASSED

800

BUSINESSES PASSED

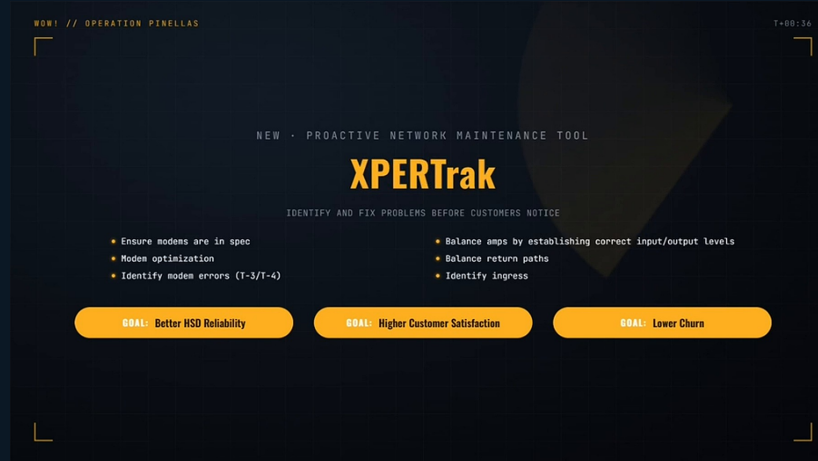
ACTION PLAN

- Rapid intervention, sales saturation, and turnaround.
- Rapid same-day installation.
- Forces: Optimized Ops, Network Maintenance, Marketing, and Field Sales.
- Sequence: Advance - Acquire - Activate.
- Final goal: 600 residential wins, 40 commercial wins, minimum doubling penetration, 90-day clock.

Control: 600 / 40 / 90 are operation-wide, not Gulfport-only allocations.

NETWORK FIRST: XPERTRAK GATE

Prevent, identify, and fix problems before customers notice



VIDEO STILL: FULL XPERTRAK CHECKLIST AND OUTCOMES

RELEASE GATE: TECHNICAL CHECKS

- Ensure modems are in spec.
- Complete modem optimization.
- Identify modem errors, including T-3 and T-4 patterns.
- Balance amplifiers with correct input/output levels.
- Balance return paths.
- Identify and clear ingress.

Video outcomes: better HSD reliability and streaming, higher customer satisfaction, lower churn.

RECOMMENDED OPERATIONAL ACCEPTANCE

- Node/segment owner assigned and current status visible to the huddle.
- Severe ingress or level imbalance is either cleared or explicitly excluded from sales release.
- Trouble-call and repeat-call baseline is logged before the blitz.
- Serviceability list matches the route file; exceptions have an owner and SLA.
- Field sales receives one plain-language network proof point it can truthfully use.
- Installation capacity exists before an address is pushed into acquisition.

Rule: no red node, stale serviceability record, or unresolved install constraint enters the sales queue.

JOINT OPERATIONS DEPLOYMENT

CONOPS for the Gulfport north sector

STAGED

Labor Day. Remote XPERTrak sweep, route QA, equipment check, address sampling, and install-capacity lock.

ADVANCE

Tech crews clear priority defects. Field leads pilot released blocks. Capture competitor, price, and reason-for-loss evidence.

ACQUIRE

Full saturation on green blocks. Match offer to need. Reserve a same-day or future installation slot while the customer is present.

OPTIMIZE

Revisit no-answers and warm leads. Adjust pitch gaps revealed by data.

ACTIVATE

Close installation exceptions. Confirm completed activations. Protect the early-life experience. Issue the 30-day handoff.

NETWORK + LEAD SYNC

Release or hold blocks. Confirm installation inventory. Review weather and safety.

FIELD RELEASE

One route file. One owner. One current offer set.

EXCEPTION HUDDLE

Address serviceability, installation, offer, or access blockers.

ORDER HANDOFF

Ensure every order has correct information, detailed notes where applicable, and a confident customer awaiting installation.

DASHBOARD CLOSE

Wins. Losses. Conditions. Installations. Next-day changes.

OWNERSHIP

Ops: command + routing | Network: release gate | Marketing: lead/offer truth | Field Sales: acquisition | Install: activation + rescue

THEATER SUMMARY

Truthful differentiation, address-level verification, protected installation, expert note taking, and explicit reason for loss of sale.

FRONTIER

Determine what drove the switch: speed, price, curiosity, or frustration with Spectrum. If speed, ask why. Use verified statements regarding WOW! ownership, network investment, modernization, reliability, Price Lock for Life, installation agility, customer support, and local service ownership.

T-MOBILE

First determine whether the customer means fiber or 5G Home Internet. For fiber, see Frontier to left.

SPECTRUM

Compare price, service quality, support, and guarantees.

FIXED WIRELESS

For T-Mobile, Verizon 5G Home, or AT&T Internet Air, discuss indoor signal, busy-hour variability, device load and future expectations, gateway placement, and backup needs. Position wired consistency against wireless performance.

DEVCOM SIX-STEP ACQUISITION SEQUENCE

- | | |
|---------------------------|-------------------------------|
| ● 1 Introduction | ● 2 Existing Service Analysis |
| ● 3 Fiscal Formula | ● 4 Service Quality Overview |
| ● 5 Installation Overview | ● 6 Order Form Process |

NON-NEGOTIABLE OPERATIONAL DISCIPLINE

The SMU must maintain DevCom's signature sales process and KPI integrity. Mission pressure or field challenges must never override disciplined execution. Reject "commission breath" degradation and stress submission of "single-legged" orders to DevCom Sales Ops.

BLITZ VELOCITY

Core formulas, fixed reporting periods, and explicit denominators

Contact Rate = DM Conversations / Doors Touched

Qualification Rate = Qualified DMs / DM Conversations

Order Handoff Rate = Sales Ops Handoffs / Qualified DMs

Activation Rate = Completed Installs / Accepted Orders

Net Wins = Completed Installs Less Early Cancels/Disconnects

Stick Rate = Active Subscribers After 30/60/90 Days / Completed Installs

Penetration = Active Subscribers / Serviceable Target Addresses

MEASUREMENT CONTROL

Every rate must use a fixed reporting period, a documented numerator, and a documented denominator.

SOURCES, ASSUMPTIONS, AND FIELD CARD

Historical evidence register; links reconciled 06 SEP 2026. Source IDs preserved.

[S1] Frontier Gulfport / address availability
Local provider pages; eligibility remains address-specific.
[Gulfport fiber page](#) | [Address checker](#)

[S2] FCC National Broadband Map
Provider-reported availability by location; not adoption.
[broadbandmap.fcc.gov](#)

[S3] FCC address-level map guidance
Official map-use guide, updated 15 MAY 2025.
[FCC: How to use the National Broadband Map](#)

[S4] ISPReports / Gulfport
Archived brief signal: FCC BDC snapshot, 30 JUN 2025.
[Gulfport provider summary](#)

[S5] T-Mobile Fiber plans / availability
FTTH product; separate from 5G Home Internet.
[Fiber plans](#) | [Availability](#)

[S6] Local T-Mobile Fiber installation report
Historical community report; not provider certification.
[Gulfport community post](#)

[S7] Frontier Gulfport construction report
11 MAY 2021; historical community build evidence.
[Gulfport construction post](#)

[S8] 913 Hull St S / fiber utilities listing
05 NOV 2021 evidence date retained from the brief.
[Redfin property listing](#)

[S9] Spectrum residential internet
Public tiers and promotions; exact offers may vary.
[Spectrum internet plans](#)

[S10] WOW! internet / service commitments
Price Lock for Life and 30-day guarantee terms.
[WOW! internet](#) | [Commitment](#)

[S11] DigitalBridge / Crestview acquisition
31 DEC 2025; completed WOW! take-private transaction.
[Official acquisition release](#)

MISSION SOURCE
Supplied MP4 motion brief: operational objectives and targets on pages 11-12. No playable video page is included.

METHOD + EVIDENCE LIMITS

Coverage percentages are citywide third-party renderings of FCC BDC availability, not north-sector coverage, subscriptions, or market penetration. The MLS utilities entry in [S8] records fiber but does not independently identify Frontier or establish its exact activation date. Community posts remain historical leads, not serviceability certification.

The supplied video establishes stated mission targets, not verified outcomes. The acquisition release [S11] supports the ownership change. Current offer and network-investment language is limited to verified source material.

COVERAGE, OFFER, AND GIS EVIDENCE

05 SEP coverage snapshot | Pricing, speed, fee, and Broadband Facts review: 06 SEP 2026

[S12] Pinellas GIS / territory allocation

Brief allocation: 1,976 address points and 41 streets; not 1,976 provider checks.
[County parcel / address layer](#)

[S13] BroadbandMap / Gulfport citywide summary

Brief baseline: Dec 2025 FCC BDC-derived signal, revisions through Jul 2026.
[Gulfport provider summary](#)

[S14] T-Mobile Fiber / representative checks

05 SEP log: 39 exact midpoints + 2 documented street-level fallbacks.
[Fiber address checker](#) | [Public fiber plans](#)

[S15] Spectrum / offers, rates, and labels

06 SEP: current 12-month promotions, standard rates, equipment fees, and typical speeds.
[Current offers](#) | [Rates / fees](#) | [Premier label](#)

[S16] WOW! / Pinellas plans and Broadband Facts

06 SEP: non-introductory label rates, typical speeds, Price Lock variants, and fees.
[Pinellas offers](#) | [Internet plans](#) | [Official label data](#)

[S17] Fixed-wireless / alternative offers

06 SEP: Air / 5G plan cards; XNET sale prices; Rapid Pinellas residential schedule.
[AT&T Air](#) | [T-Mobile 5G](#) | [Verizon speeds / fees](#) | [XNET](#) | [Rapid](#)

[S18] Frontier / midpoint checks and current offers

05 SEP: 28 detected / 13 not detected. 06 SEP: current plan cards and guarantee terms.
[Frontier checker](#) | [Direct deals](#) | [Plan cards](#) | [Consumer labels](#)

[S19] Satellite / reseller current offers

06 SEP: Starlink, Hughesnet, Viasat, and EarthLink public offer pages.
[Starlink](#) | [Hughesnet](#) | [Viasat](#) | [EarthLink](#)

USE BOUNDARY

Street samples do not prove whole-street availability or subscriber penetration. Technical errors are not evidence of no service. Spectrum remains the incumbent. Pricing pages 6-10 were refreshed 06 SEP 2026. T-Mobile Fiber's 1 Gig card / renewal conflict is preserved on page 7. Saved label records are retained for WOW!, Frontier, Spectrum, and T-Mobile 5G. Unpublished future rates remain unpublished; taxes and final offer terms apply.

[AT&T label index](#) | [T-Mobile 5G labels](#) | [Verizon label hub](#)