

# The Future of Fiber

## *U.S. SMB Fiber Deployment Analysis*

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# The BIG questions..

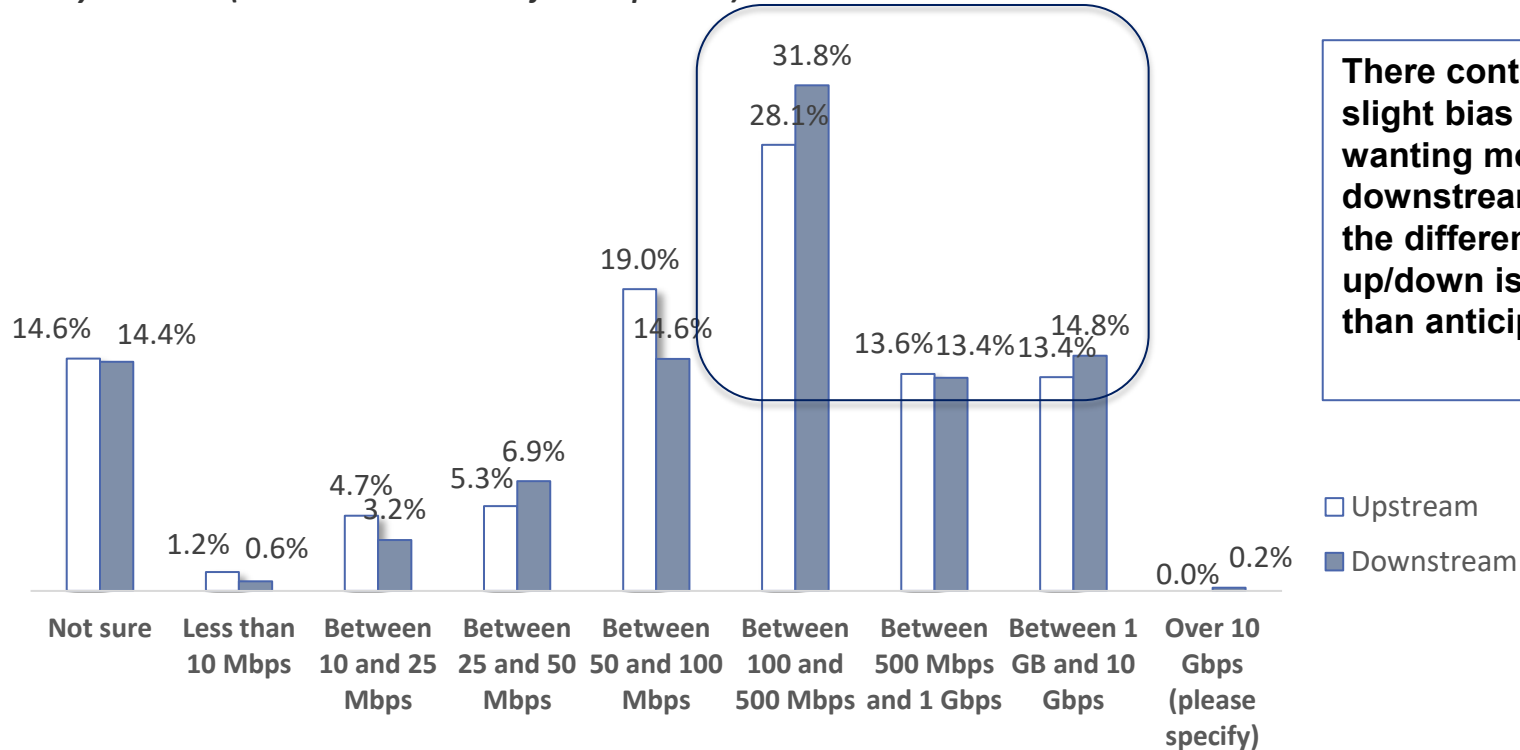
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- How much downstream and upstream speed is “enough” for businesses?
- How important is symmetric broadband speed to businesses?
- Do customers care which technology is used? – perception vs. performance - does fiber have an advantage?



# Internet Speeds - Comparison

How much upstream broadband/data connectivity speed would be the best fit for your company's bandwidth requirements at its primary location? (Includes downstream for comparison)



There continues to be a slight bias towards SMBs wanting more downstream speeds – but the difference between up/down is much closer than anticipated...

N=506

# The BIG questions..

- How much downstream and upstream speed is “enough” for businesses?



*The speed target continues to move upward, but slowly. The Gig speed threshold is not yet a “must have” – but 100 Mbps+ is now where competitive broadband begins. Upstream demand is slightly lower, but more fiber-based offerings will put a greater emphasis on upstream speed from a marketing perspective - exploiting cable modem’s one weakness - whether application usage requires that level of bandwidth or not...*

# The BIG questions..

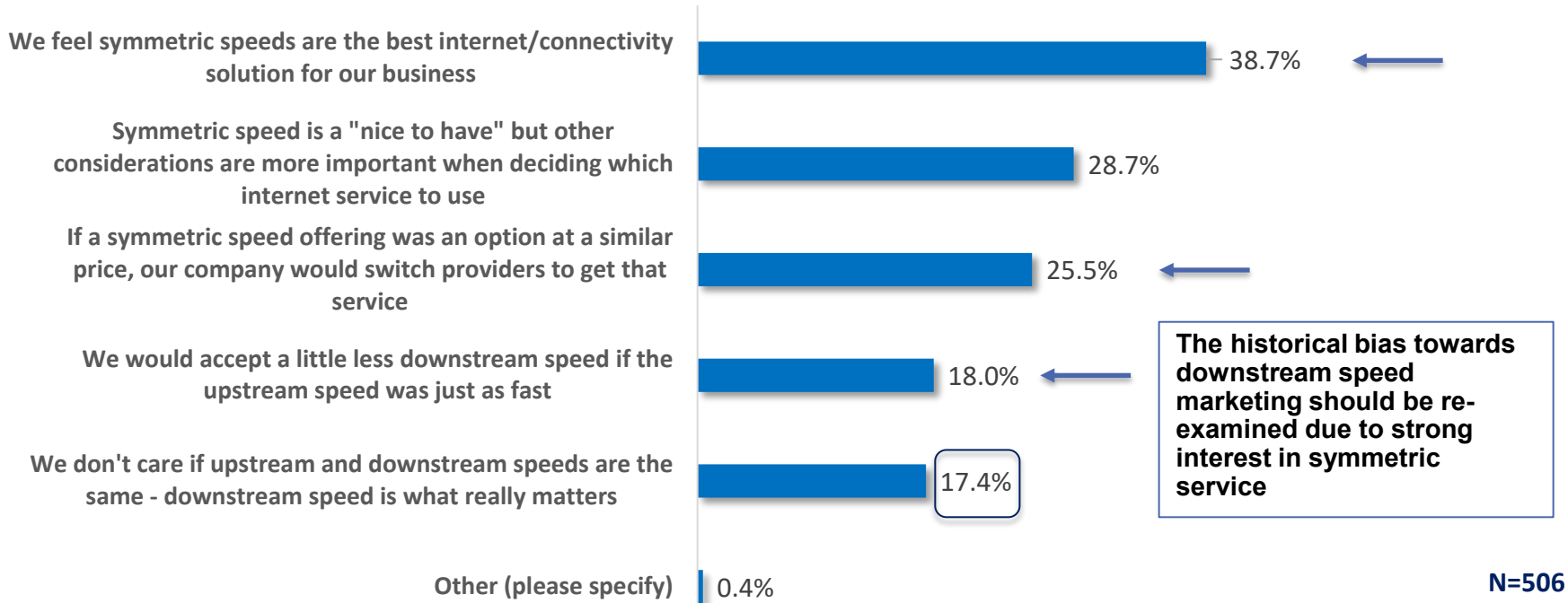
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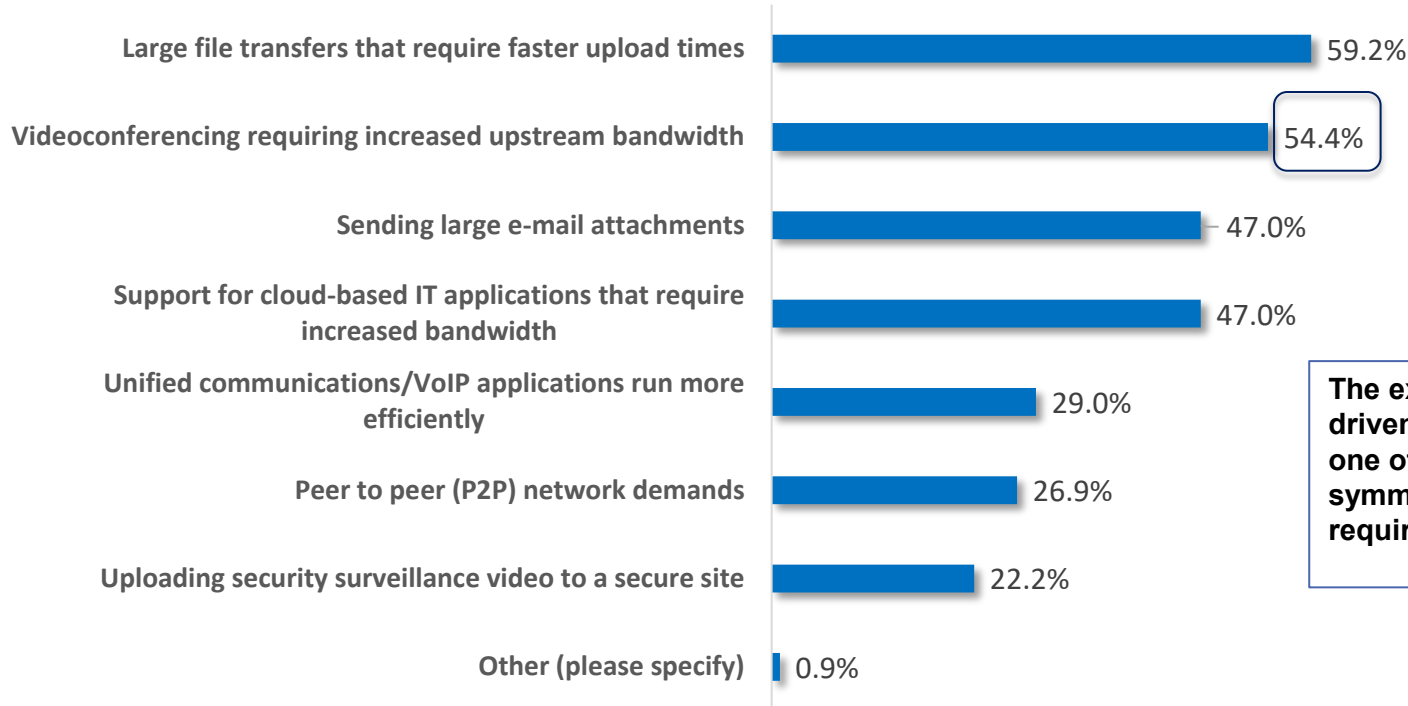
# SMB Internet – Importance of Symmetric Broadband

Depending on the technology used to deliver your company's internet service - some services offer the same speeds for both downstream (generally faster) and upstream (generally slower) What are your views on these symmetrical broadband speed services? (Check all that apply)



# SMB Symmetric Broadband – Why?

You indicated that your company would prefer a symmetric broadband internet service. Please indicate which of the following considerations makes symmetric more attractive. (Check all that apply)



**The explosion of pandemic-driven videoconferencing is one of the main drivers of symmetric bandwidth requirements**

N=338

# The BIG questions..

- How important is symmetric broadband speed to businesses?



*Symmetric matters. Although “symmetric” has or will become synonymous with “faster uploads”. The very smallest businesses are not as influenced by the desire for upstream capacity – but we don’t have to look far up the employee size or monthly spend segmentation ladder to see the demand for symmetric speeds emerging from a “nice to have” to a “must have” – a distinct competitive advantage for fiber-based ISPs*



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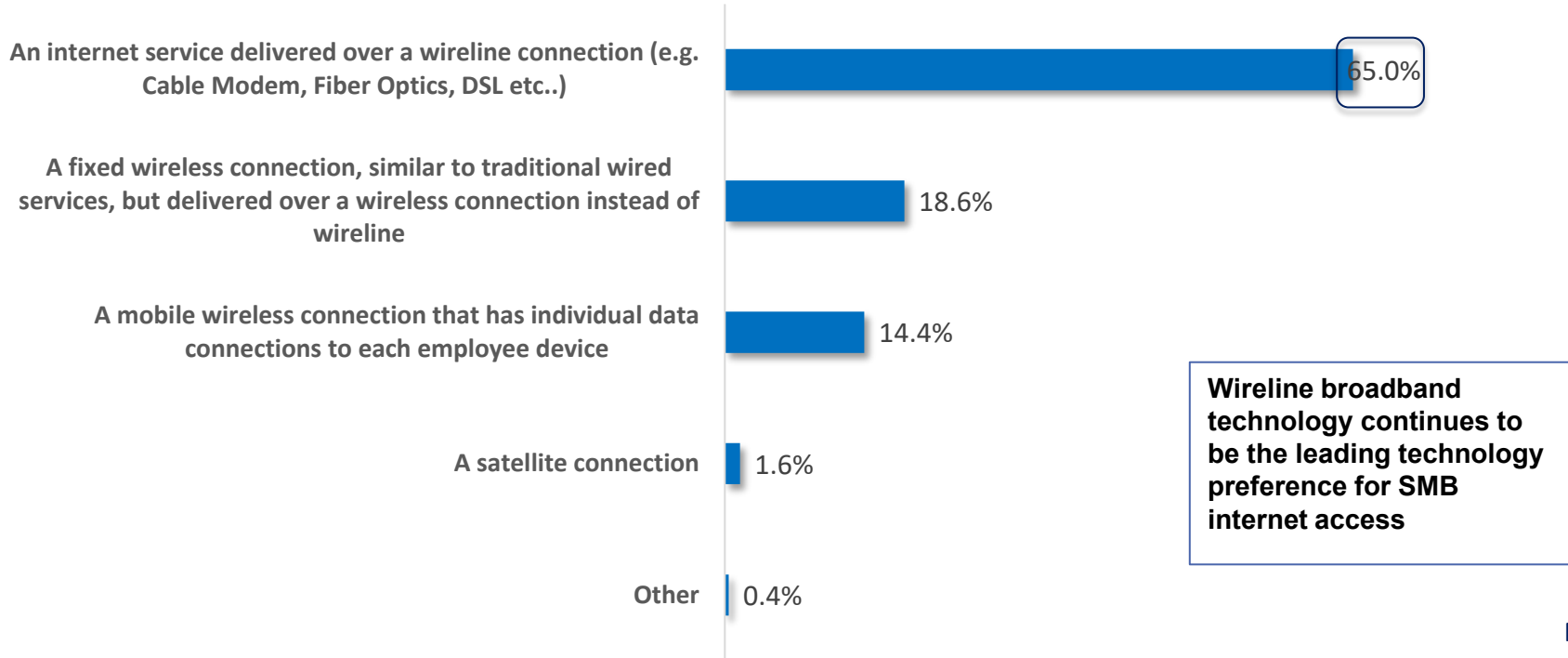
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# SMB Internet technology preference

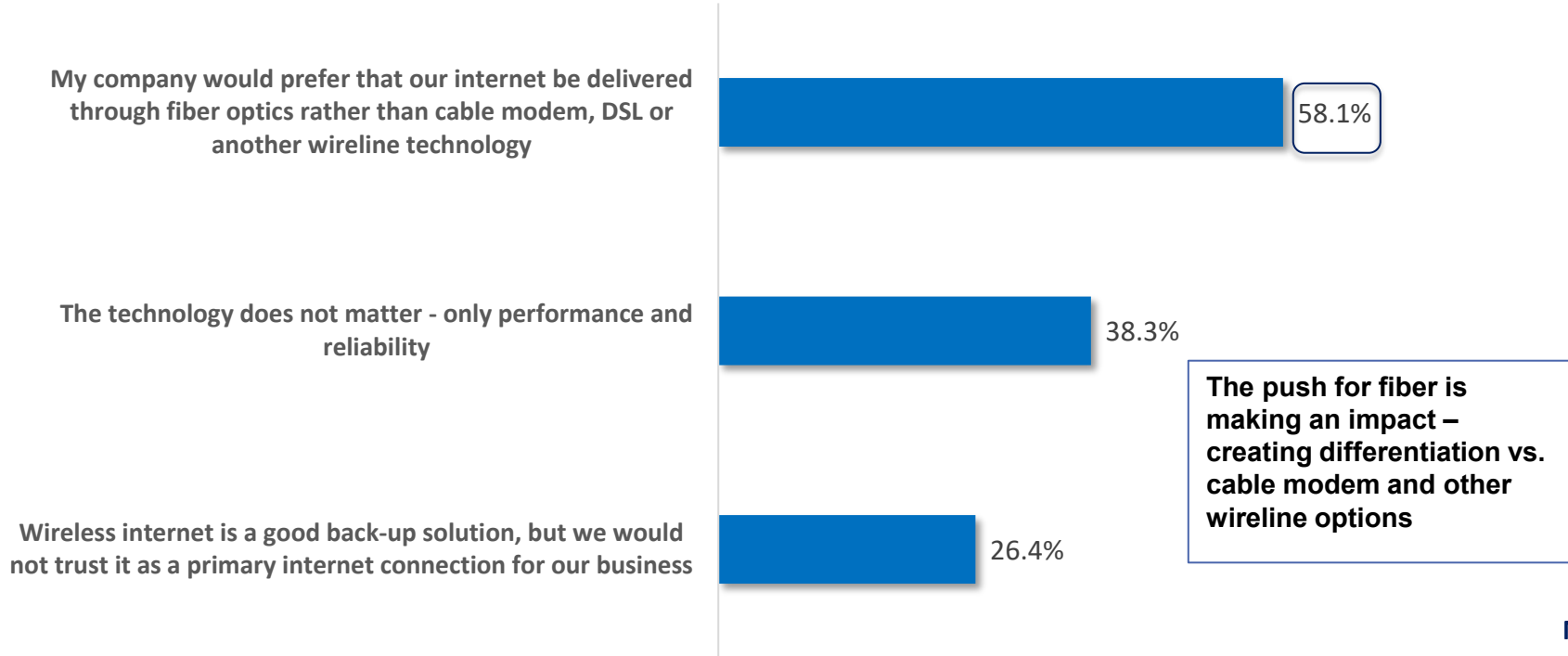
*Broadband Internet service is delivered using a variety of technologies – if all of the following broadband choices were available to your company, which one would you choose?*



N=506

# SMB Internet technology – *Wireless or Wireline?*

*You indicated a preference for wireline service over internet delivered via a wireless network. Which of the following statements do you most closely agree with? (Please check all that apply)*



# The BIG questions..

- Do customers care which technology is used? – perception vs. performance - does fiber have an advantage?



*Most SMBs want their primary internet access delivered over wireline vs. wireless and prefer fiber over any other wired or wireless access technology. However, the preference for fiber actually nets out to less than 40%\* of total SMB respondents, although the demand for fiber increases as the company segment gets larger. That could change if ISPs market fiber as effectively as wireless carriers have promoted 5G. With a potentially massive buildout approaching just around the corner, we may see the preference for fiber become a higher priority – even with smaller SMBs.*

\*65% prefer wireline, 58% of these prefer fiber = 37.7%

# Thank You

For comments or questions please contact me...



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