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Bundle Survey: Findings Don't Jibe with Our Reality



We're not sure who Forrester Research surveyed in studies cited in *The Washington Post* yesterday, but we seriously doubt they talked to many Cox Communications customers. The piece questioned whether consumers really want to purchase "bundles" of multiple communications and entertainment services. The title, "**No Bundle of Joy**," leaves little doubt about the conclusion the article was trying to make. One of the claims attributed to a Forrester Research analyst was that "surveys show that only 5 percent of subscribers buy bundled services." Hmmmm... We think they must have bypassed Cox markets with these surveys, since close to 50 percent of our customers—yes, that's 5-0—buy at least two major services from Cox (from among our cable, digital telephone and high-speed Internet offerings). Further, we've found that customers are clearly satisfied with the bundle, since churn drops dramatically among those who subscribe to more than one service. We suspect other Cable companies might take exception with Forrester's finding, too.

UPDATE: Forrester Research analyst responds: "...the quote is a classic misinterpretation of the data." [Click below to see full comments.](#)

Posted at 03:18 PM on March 23, 2006 | [Comments](#)

'Hello, Kettle? This is Pot...'

Broadband Everywhere, a bipartisan organization promoting the broadest deployment of competitive broadband networks and whose membership includes the **National Cable & Telecommunications Association**, issued a statement countering AT&T Chairman Ed Whitacre's comments at the TelecomNext show. Whitacre claimed that the RBOCs' video services "will result in lower prices from cable companies, and that's something they have not been used to." His claim, according to the Broadband Everywhere statement, "is a classic example of the pot calling the kettle black. It's also indicative of the kind of misleading tactics which the Bell monopolies continue to practice. The Bell companies' efforts to crush competition in the local phone industry hasn't led to lower prices, as Mr. Whitacre claims. The opposite is true — the average monthly bill in urban areas has actually increased roughly 25% in the last decade and 275% since the federal government broke up Ma Bell in the 1980s... To make matters even worse, as they lobby for their sweetheart deals in various states with promises of lower cable bills, they're actually asking for permission to raise phone