



Introducing GIGTRAK+™

Vital intelligence for the gigabit economy.



Test Elon Musk's Starlink is raining Internet connections down from the sky. Starry and T-Mobile are pushing to make fixed wireless a killer app. Verizon's 5G Home may pose an existential threat to fixed wireline providers. And almost weekly we learn of new entrants that are building or expanding gigabit-ready fiber optic networks.

Make no mistake: The telecom world is changing fast, with determined newcomers rising to challenge incumbents as the nation makes the leap to gigabit connectivity.

For companies that have made the Gig economy the centerpiece of their business models, keeping track of the who, what, how, and when of the networked economy is more vital than it's ever been.

But then, you already knew that.

What you may not understand is how to accomplish the task of gathering and maintaining critical market intelligence that supports smart business decision-making in a fast-changing, 24/7 market.

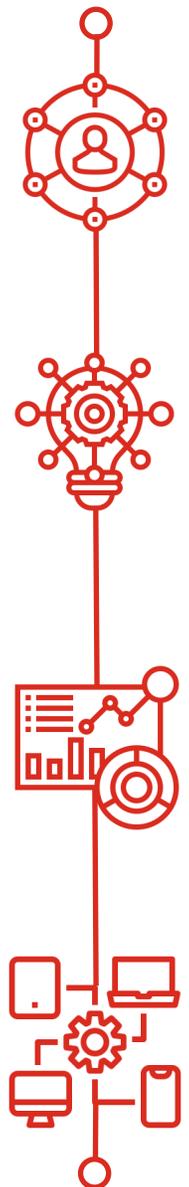
We're here to help.

GIGTRAK+™ is the new One Touch Intelligence solution that brings it all together: technologies, players, strategies, economics, and competitive threats. Drawing from our client-proven 5GTRAK® and ONETRAK® services, GIGTRAK+ combines provider profiles, news-and-analysis roundups, strategic insights, product details, and comparative metrics across multiple technology platforms.



Whether you're scouting a new-to-market competitor or in need of an instant download about 5G, GIGTRAK+ puts the intelligence you need right at your fingertips:

- **Timely dossiers of your top competitors.** From regional newcomers to the largest U.S. telecoms, GIGTRAK+ assembles and presents current, detailed intelligence about the competitors you need to follow. Information and detail that would require days to gather and assess is at your fingertips in an instant.
- **Market monitoring from experienced experts.** From quarterly investment calls to metrics buried deep in 10-Qs to current advertising and messaging, GIGTRAK+ surfaces the vital information you need to know – but don't have the time to uncover.
- **Unique, insightful reporting.** Our team of experts from the telecom, advertising, data analytics, and journalism disciplines present original, informed, forward-thinking analysis and interpretations of where the market is going. It's like having your own strategic planning team at your command, every day.
- **Metrics, KPIs and comparative datasets.** Pricing, promotional offers, subscriber counts, and geographic indicators are displayed in an easy-to-access, always-on, secure portal that delivers the information you want, exactly when you want it.
- **Products and presentation.** GIGTRAK+ gives you direct visual insight on what your top competitors offer, how they display their services, what the fine print says, and how the consumer experience unfolds. It's a front-row view of the entire competitive marketplace.
- **Comprehensive awareness.** GIGTRAK+ pays attention to every important delivery technology in the market: from 5G mobile to fixed wireless to fiber optics to HFC. GIGTRAK+ watches over every meaningful platform and every meaningful provider, every day. So you don't have to.



Owner: Telephone & Data Systems Inc., Chicago. Subsidiaries include TDS Telecom, USCellular, Bend Broadband

Website: www.tdstelecom.com

Key markets: Wireline division: Madison, WI; Boise + Coeur d'Alene, ID; Spokane, WA

Cable division: Arizona, Colorado, New Mexico, North Carolina, Oregon, Utah, Texas

Primary Services/Positioning

- Internet:** "Get reliable, wireless high-speed Internet services at the best value...with speeds up to 1 Gig, everyone can stay connected to their online life on every device."
- Wi-Fi:** "Mesh technology allows you to extend your wireless network's range, delivering a strong, reliable Wi-Fi connection throughout your whole home."
- Device support:** "With TDS as your home Internet provider, you can access your own personal helpdesk to troubleshoot issues on all your Internet-connected devices." (Included in TDS Wi-Fi Security Pack below).
- Data storage:** "Safely store and protect important digital files: photos, video, music and more from up to 5 PCs."

Fiber
 HFC
 DSL
 Wireless (see USCellular)
 Satellite

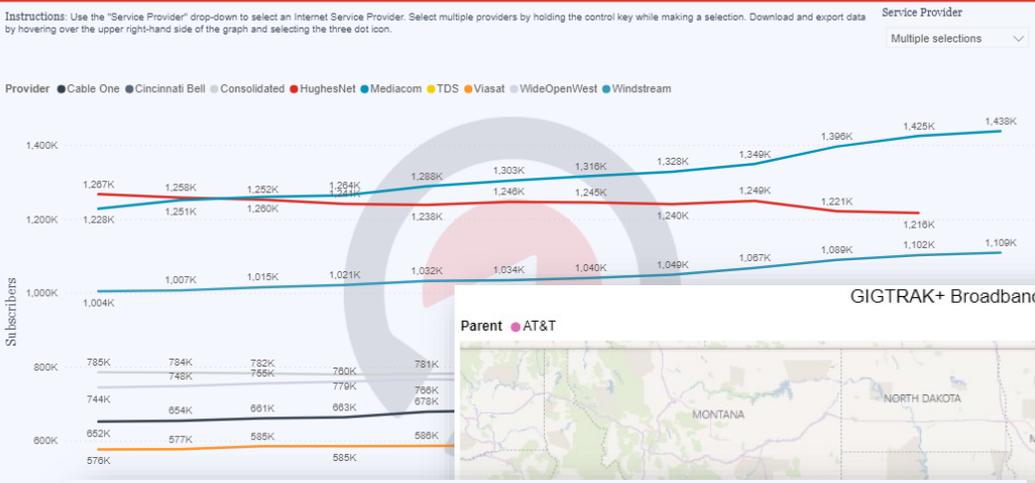
In the news

[TDS outlines gigabit fiber expansion into Boise](#) (Telecompetitor, 2/2021)

[TDS says it will double its fiber footprint in 2021](#) (FierceTelecom, 2/2021)

[TDS reports fourth quarter and full year 2020 results](#) (Press release, 2/2021)

Internet Service Provider Quarterly Subscriber Counts



online security, repair and... devices and files safe \$6.50/mo for 10 licenses

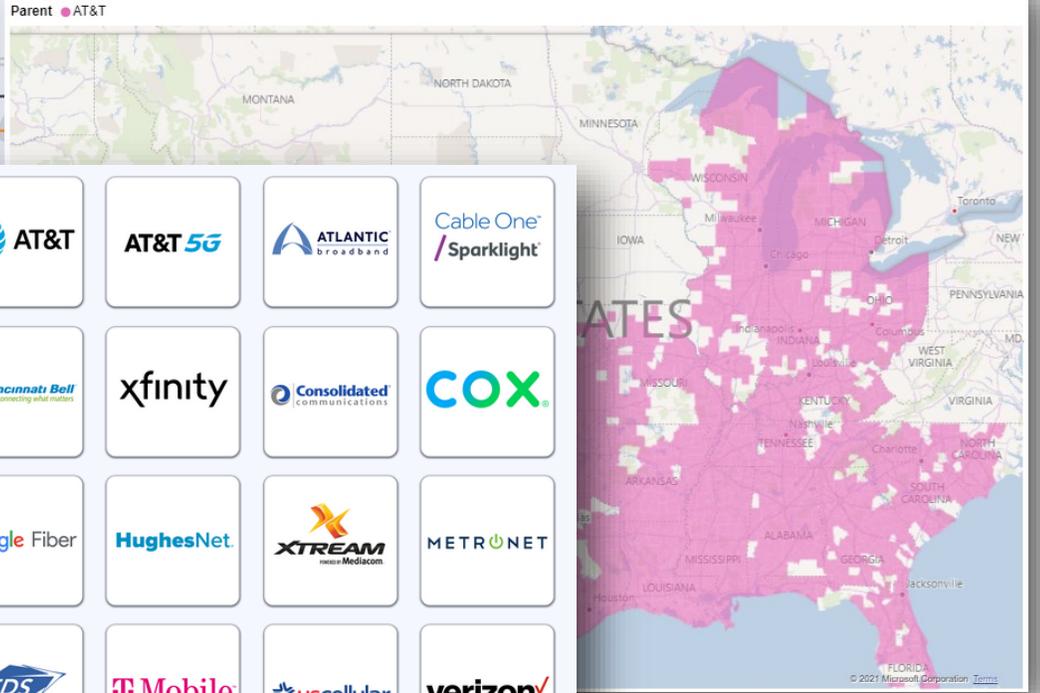
intensive out-of-footprint fiber buildout occurring in Wisconsin, determined to compete with incumbent broadband providers. In addresses, bringing its total fiber footprint to 307K locations. TDS locations in 2021 with the goal of getting to 620K addresses by 28K expansion into Boise. The telco is using a strategy of clustering improved economies of scale and better returns long-term.

fiber Internet service in both existing wireline markets and newbuild TDS TV, designed to provide a video complement that cements the

prevails for TDS, ranging from the wireline fiber network buildout in place on copper-wire telephone plant in many rural locales. TDS also less extensions in areas where wireline economics aren't feasible.

wireline markets as TDS aims for differentiation from rival providers. A voice package in Wisconsin was advertised at \$69.99/mo in

GIGTRAK+ Broadband Map



Let's connect! We're here to answer questions, solve puzzles, and bring vital intelligence to your screen. All at the speed of the gigabit economy.

Contact Lead Analyst Michael Grebb to get started.

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ONE TOUCH
INTELLIGENCE

Knowledge. Delivered.