In October 1992, Bell Atlantic first contemplated commercial DSL service. In 1997, new competitors started deploying broadband in Bell Atlantic’s territory. In October 1998, Bell Atlantic launched “InfoSpeed” DSL.
**Bell Atlantic** Broadband Deployment (cont.)

**Bell Atlantic DSL Offerings At a Glance**

<table>
<thead>
<tr>
<th>Bell Atlantic</th>
<th>Download Speeds</th>
<th>DSL Price (w/o ISP)</th>
<th>DSL Price (w/ ILEC ISP Service)</th>
</tr>
</thead>
<tbody>
<tr>
<td>640 kbps</td>
<td>$39.95</td>
<td>$49.95</td>
<td></td>
</tr>
<tr>
<td>1.6 Mbps</td>
<td>$59.95</td>
<td>$99.95</td>
<td></td>
</tr>
<tr>
<td>7.1 Mbps</td>
<td>$109.95</td>
<td>$189.95</td>
<td></td>
</tr>
</tbody>
</table>

**Deployment Goals are Increasing:**

- 6/3/98: 7 M homes by YE 99
- 1/13/99: 7.5 M homes by YE 99
- 3/31/99: 8 M homes by YE 99
- 5/24/99: over 8 M homes by YE 99
- 5/26/99: 10 M lines by YE 99
- 7/28/99: 17 M lines by YE99; 21 M lines in Q00

**Prices are Dropping:**

- 6/3/98: $69.95
- 10/5/98: $59.95
- 4/1/99: $49.95

*Prices for 640 kbps w/ Bell Atlantic ISP service

**Quotes about Bell Atlantic DSL:**

- “The prospects of cable modems, and ultimately cable telephony, have clearly spurred Bell Atlantic into action. The company has accelerated its DSL rollout, [has] lower[ed] pricing, is signing wholesale agreement[s] (most notably with AOL…)” (J.P. Morgan, *Bell Atlantic: Meetings With Management Reinforce Positive Outlook*, April 8, 1999)

- “We’re accelerating the momentum for DSL by making high-quality, high-speed access to the Internet more affordable for consumers…” (Bell Atlantic VP Myles Mendelsohn, 3/31/99)
Cable:
7/31/95 Service Electric and Blue Ridge Cable announces plans to deploy broadband services in Eastern PA
9/1/96 Time Warner Cable announces plans to deploy broadband services in Birmingham, Corning, Elmira, Albany, Troy, and Saratoga, NY
10/24/96 Bedford Cablevision announces plans to deploy broadband services in Bedford, VA
5/23/97 MediaOne announces plans to deploy broadband services in New Hampshire, Maine, Rhode Island, Massachusetts, and New York
7/16/97 Cable York announces plans to deploy broadband services in York, PA
7/28/97 Helicon announces plans to deploy broadband services in Uniontown, PA and Barre, VT
10/2/97 Cablevision announces plans to deploy broadband services in New York, Boston, and Virginia
10/28/97 Cox announces plans to deploy broadband services in Newport News, VA
11/3/97 Adelphia announces plans to deploy broadband services in Plymouth, Adams/N.Adams, MA; Coundersport, Mount Lebanon, Lansdale, PA; and Greater Buffalo, NY
12/3/97 Comcast announces plans to deploy broadband services in Philadelphia, PA
12/8/97 Armstrong Cable Services announces plans to deploy broadband services in Connellsville, PA
5/7/98 Century Communications announces plans to deploy broadband services in Norwich, NY
6/30/98 Jones Intercable announces plans to deploy broadband services in Washington D.C., Alexandria, and Prince William County, VA

CLEC:
10/27/97 Vitts Networks starts deploying DSL in New Hampshire
3/16/98 Covad announces DSL deployment plans for Washington D.C., Boston, and New York
4/22/98 HarvardNet deploys DSL in MA and ME
7/27/98 NorthPoint launches DSL service in Boston
9/1/98 Covad deploys DSL in NY city
10/5/98 NorthPoint announces DSL deployment in Washington D.C. and New York
11/23/98 Covad launches DSL in Washington D.C.
12/14/98 NAS launches DSL in Philadelphia and Washington D.C.
3/15/99 Covad deploys DSL in Philadelphia
4/1/99 Covad launches DSL in Baltimore
4/21/99 Allegiance deploys DSL in MD, MA, NJ, and PA