

Applicant: Consolidated Telco, Inc. ("Consolidated")

Project: Wallace

Attachment: F – Rate Comparability

The rate \$99.95 rate for 100/100 Mbps service is contained on Consolidated's website (screen shot below).

The screenshot shows the Consolidated website's internet service page. At the top, there is a navigation bar with links for Internet, Phone, Support, About, and Contact. Below this is a large banner with the text "Never worry about going over on data limits." and an image of a family using a laptop. Underneath the banner, there is a section titled "Internet Service" with a sub-header "Internet Pricing". This section contains a table of service options and their prices.

Download Speed	Upload Speed	Price / mo.**
25 Mbps	5 Mbps	\$59.95
30 Mbps	5 Mbps	\$69.95
50 Mbps	50 Mbps	\$79.95
100 Mbps	100 Mbps	\$99.95
200 Mbps	200 Mbps	\$129.95
300 Mbps	500 Mbps	\$149.95

Below the table, it says "Faster Speeds Available - Call!". To the right of the pricing table is a promotional box with the text "Reap the benefits of High-Speed Internet access today!" and a list of benefits: "Fast downloads.", "No data caps.", and "Multiple video streaming devices." Below this list is a call-to-action button with the phone number "800-742-7464".

To further support that the \$99.95 retail rate for 100/100 Mbps is comparable, Consolidated looked at the FCC's most recent Urban Rate Survey results (<https://docs.fcc.gov/public/attachments/DA-20-1409A1.pdf>). In this survey, the FCC's benchmark retail rate for 100/100 Mbps service is \$102.80 (screen shot below) -- a rate that is higher than Consolidated's 100/100 Mbps rate.

The screenshot shows a Microsoft Excel spreadsheet titled "2021\_broadband\_benchmark\_rate\_calculator\_us (1)". The spreadsheet contains a table with the following data:

	Acceptable Values
Download Speed (Mb/Sec)	100 Between 4 and 1000 inclusive
Upload Speed (Mb/Sec)	100 Greater than or equal to 1 and less than or equal to Download Speed
Usage Allowance (GB)	unlimited "unlimited" or greater than or equal to 250
US Benchmark Rate	\$102.80

Information on the FCC's Urban Rate Survey results and methodology can be found at <http://www.fcc.gov/encyclopedia/urban-rate-survey-data>.