



FOR IMMEDIATE RELEASE

## Sparklight to Begin Transition to IP-Based TV Delivery

**January 5, 2021 – Phoenix, Arizona** – Sparklight® today announced it will launch its new IP-based TV service, Sparklight TV, which will provide cloud-based video programming to residential and business customers beginning in early 2021.

In alignment with the company's high-speed internet and business services focus, the move from linear video to IPTV will allow for continued spectrum reclamation, freeing up network capacity to expand beyond current Gigabit offerings and paving the way to a more powerful [10G \(10 Gigabit\) technology platform](#).

"Our transition to IP-based TV service will enable us to reclaim spectrum in our network needed to continue to expand the capabilities and speeds of our core high speed data product and provide the communities we serve with the fastest and most reliable internet service," said Ken Johnson, Senior Vice President of Technology Services. "This is even more critical now, with the tremendous increase in customers working and learning from home."

More than 97 percent of the homes passed by Sparklight's network currently have access to Gigabit broadband speeds. Over the past three years, the company invested more than \$600 million on infrastructure upgrades and began installing modems capable of 10 Gigabit per second speeds, which Sparklight expects to deploy broadly in the coming years.

"We continue to make significant investments in deploying fiber deeper and closer to our customers to not only enhance reliability, speed and performance, but lay the groundwork for the increased speeds of the future," Johnson said. "The digital needs of our residential and business customers are advancing rapidly, and we are actively working to not only meet but exceed those needs by creating a fast and reliable network that will support next generation technology."

Sparklight TV will deliver advanced cable TV features in a simple and convenient app designed to run on popular streaming devices such as Amazon Fire TV, Android TV, and Apple TV. Delivered the MOBIV CONNECT™ platform, Sparklight TV will include video on demand, program restart, and DVR capabilities to name just a few.

The company expects to launch Sparklight TV in select markets in early 2021 and plans to make it available across its footprint by the end of 2021.

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### About Sparklight

Sparklight® ([www.Sparklight.com](http://www.Sparklight.com)) is a leading broadband communications provider and part of the Cable One family of brands, which serves more than 950,000 residential and business customers in 21 states. Sparklight provides consumers with a wide array of connectivity and entertainment services, including high-speed internet and advanced Wi-Fi solutions, cable television and phone service. Sparklight Business provides scalable and cost-effective products for businesses ranging in size from small to

mid-market, in addition to enterprise, wholesale and carrier customers. For more news and information about Sparklight please visit [www.sparklight.com/news](http://www.sparklight.com/news).

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