## **FOCUS Broadband Cable Update**

Effective January 1, 2025

## 2025 TV Rate Adjustments

FOCUS Broadband has been informed of programming cost increases from local broadcast stations and national cable TV network providers, effective in the new year. While we have worked diligently to secure the lowest rates possible and have recently taken steps to reduce costs—such as removing certain channels and lowering the price of our cable TV packages—we must now adjust the cost of our cable TV service to address the rising costs of the remaining channels.

With programming costs continuing to rise and demand for cable TV steadily declining, FOCUS Broadband has made the difficult decision to exit the cable TV business. Over the coming weeks and months, we will provide more details about the timeline for discontinuing our cable TV service. We encourage our customers to explore more cost-effective alternatives, such as DIRECTV via Internet, YouTube TV, Hulu + Live TV, and Fubo TV. These services offer lineups similar to your current cable package, including local broadcast stations and national cable channels, with more flexible packages and lower pricing. Paired with FOCUS Broadband's reliable high-speed internet, these options provide a seamless and convenient way to enjoy your favorite shows and channels while saving big each month.

Our goal is to help you maximize your entertainment budget and provide information about the many alternative TV options available to you. Visit our website at <u>www.focusbroadband.com/streaming</u> for helpful resources to support your transition to streaming, including a series of "Guide to Streaming" videos, details about popular streaming services, and a tool to help you find the streaming service that best fits your needs. With FOCUS Broadband's reliable internet, you can enjoy an incredible world of entertainment tailored just for you.

Below is a chart detailing the 2025 prices for TV packages. These new prices will take effect on your next monthly billing statement. Thank you for your continued support of FOCUS Broadband.

| TV Package      | Old Rate | New Rate | Increase Amt |
|-----------------|----------|----------|--------------|
| Broadcast Basic | \$41.85  | \$44.00  | \$2.15       |
| Standard        | \$95.00  | \$100.00 | \$5.00       |
| Advanced        | \$108.90 | \$114.00 | \$5.10       |

\*Some discounts in existing bundles may vary.

Direct questions to FOCUS Broadband Customer Service: 910-754-4311 or 888-367-2862 Email: <u>contact@focusbroadband.com</u> PO Box 3198, Shallotte, NC 28459