



NEWS RELEASE

ADTRAN Leads 10G PON Worldwide Adoption Wave as Gigabit Society's Rising Tide Lifts Market

2018-11-20

Comprehensive Portfolio of 10G Fiber Access Solutions Deliver the Ideal Combination to Scale Next-Gen Residential and Business Services

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- **ADTRAN®**, Inc., (NASDAQ:ADTN), the leading provider of next-generation open networking solutions, today announced a new global service provider survey by **Broadbandtrends** names ADTRAN the top source in all categories for delivering the next-generation technology, products, services and solutions needed to help network operators build their best 10G fiber access networks. According to its "**Global Service Provider Survey: 2018 10G PON Deployment Strategies & Vendor Leadership**" report, 79% of carriers worldwide plan to deploy 10G PON by 2020.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181120005297/en/>

10G PON Total Addressable Market (Graphic: Business Wire)

Additional data from **IHS Markit** reinforces this services trend by

highlighting that 10G PON presents the highest growth engine for the broadband access equipment market over the next four years. According to IHS Markit's recently released "Broadband Aggregation Equipment and Components Worldwide Tracker," the compound aggregate growth rate (CAGR) for 10G PON equipment will grow 95% by 2022 — generating over \$6B in total addressable market in North America and EMEA alone.

"10G PON is the next wave that network operators worldwide will ride as they look to meet and exceed the needs of



business and residential customers eager for higher-speed services,” ADTRAN’s Director of Portfolio Management Ryan McCowan said. “10G PON provides the infrastructure our customers will leverage as they look to deploy high-value business services along with multi-gigabit residential services, prepare for 5G applications and increase the overall ROI of broadband service delivery.”

Broadbandtrends’ “Global Service Provider Survey” analyzed the results from interviews with incumbent and competitive operators in all major regions, representing a significant market presence within their regions. ADTRAN placed first in every category for its 10G fiber access solutions and services:

According to the survey, ADTRAN 10G PON solutions lead the market in the following categories:

- Product Performance
- Deployment Experience
- Product Roadmap & Innovation
- Pricing
- Service & Support

The report highlights the drivers for 10G PON deployments, including the ability to:

- Deliver a converged architecture capable of supporting multiple residential and business applications
- Coexist with established PON networks, support for multi-gigabit residential services
- Cost-effectively compete within a market and support multiple customers via separate wavelengths
- Support for the emerging 5G network and service

“10G PON is a clear market priority for service providers for its ability to enable carriers to simplify network architecture and expand their addressable markets. ADTRAN’s dedication to delivering the products and solutions the market wants has clearly been recognized by service providers worldwide,” Broadbandtrends Principal Analyst and report author Teresa Mastrangelo said. “ADTRAN has clearly demonstrated its commitment to enable carriers to cost-effectively deploy 10G PON residential and business services in a variety of deployment scenarios and across all carrier types and markets.”

ADTRAN’s fiber access portfolio uniquely supports a flexible optic approach, affording operators to use the 10G PON version that best suits them, whether XGS-PON, NG-PON2 or 10G-EPON. These open SDN controlled solutions are currently being leveraged within large incumbents and MSOs, competitive carriers and alternate network operators, regional service providers and utilities, as part of active deployments, field trials and lab evaluations.



According to the report, as communications providers look to migrate their networks from 1G PON to 10G PON, ADTRAN's solutions meet the deployment strategies of 100% of carriers — providing a clear competitive advantage for the company as 10G PON deployments ramp across North America, CALA, EMEA and APAC.

About ADTRAN

ADTRAN, Inc. is the leading global provider of networking and communications equipment. ADTRAN's products enable voice, data, video and internet communications across a variety of network infrastructures. ADTRAN solutions are currently in use by service providers, private enterprises, government organizations and millions of individual users worldwide. For more information, please visit us at www.adtran.com, [LinkedIn](#) and [Twitter](#).

View source version on businesswire.com: <https://www.businesswire.com/news/home/20181120005297/en/>

Ashley Schulte

Witz Communications for ADTRAN

919-435-9112

ashley@witzcommunications.com

Source: ADTRAN, Inc.