

*Expand*  
**YOUR**  
*possibilities.*

 **DUO** BROADBAND

COMMUNITY REPORT **2019**



# Imagine the possibilities...

of one day turning your hobby into a real business. Perfect your craft and set your imagination free.

With DUO Broadband you have the tools to learn, plan, create, market and sell online or use online resources to sell both locally and globally. Your possibilities are limited only by your imagination.

DUO Broadband enables your entrepreneurial dreams to become a reality. While we don't educate tomorrow's engineers, teachers, and factory workers or make parts that are used in cars around the world, we provide a fiber network to facilitate these endeavors.

We continue to expand and improve the fiber optic network for exciting and innovative use by thousands of individuals and businesses who enhance and grow our local communities.

In January we updated our name to DUO Broadband. The name recognizes the increased customer demand for services through our broadband Internet network. In February we substantially increased the Internet speeds for all customers within our fiber optic service area.

We're the region's premier, independent broadband services company. We're local and we work hand-in-hand with home-grown and international businesses in our communities to help them thrive in an increasingly connected and fast moving world.

DUO Broadband is independent, responsive and flexible. We are ready to meet your needs at work, at school, at play, and at home.



**Thomas E. Preston**  
Chief Executive Officer



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Chief Executive Officer

**DUO Broadband continues its progress in expanding one of the most advanced fiber optic networks in Kentucky. However, the future of our rural community isn't really about fiber optic technology...**

*it's about what the technology allows you to do and how it works for you...*



## *at Work.*

You're turning your long-time hobby and passion into your own business. Or maybe you're a small business owner who sees the advantages of using innovative online tools for things like managing inventory, pricing and logistics to websites and online marketing. With today's technology landscape your possibilities are broader than you ever imagined.

Research, market, buy, sell and ship — whatever your business entails high speed Internet from DUO can bring all the tools you need right to your fingertips. From the smallest home-based boutique business to international manufacturing corporations, DUO provides the technology that powers all the business applications you need.

## *at School.*

Internet access has become as essential to the education process as textbooks. In many cases, online textbooks have replaced the paper versions. Education is evolving within a new technological world that provides endless research and learning opportunities in and outside the classroom that goes beyond books.

DUO Broadband provides schools and homes in our communities with powerful connectivity to allow everyone access to the online learning and research tools they need without getting bogged down from overloaded bandwidth. We provide reliable connections when you need it so you can get your homework done.

## *at Play.*

Whether taking a break from work or spending the day playing online with your friends — whatever kind of games you play DUO keeps you connected to the fun. You finish a long work day and your favorite chair is waiting for you. Relax and stream your favorite new series on Netflix or scroll through social media. Your down time is what you look forward to all day, and with DUO Broadband you can rely on that relaxation to be ready when you are.

Even if you have multiple streaming devices, games and surfing happening all at once in your home, we've got you covered.

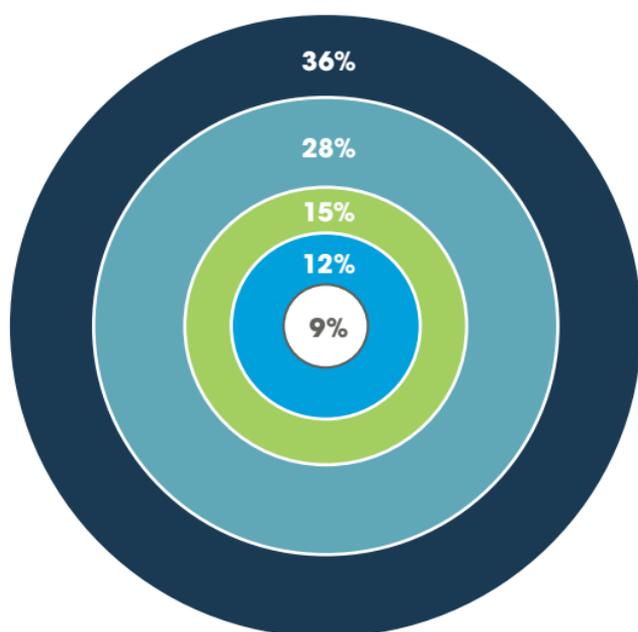
## *at Home.*

Smart home technology is here and making our homes more comfortable and easier to manage. And smart home devices are safer and easier than ever to use.

You're busy or away from home when your doorbell rings? Check your phone to see who's at the door! Your family members just can't remember to turn off the lights? Smart switches make it automatic, and you can even control them when you're away from home. Smart speakers, thermostats, security/surveillance cameras, smart lights and doorbells are easy and secure devices to add to your home.

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# Simultaneous Use TV+ Devices\*



How often do you watch TV and use a digital device simultaneously?



## DIGITAL USE WHILE WATCHING TV

In what ways have you used your digital device to engage with the TV content you were watching?

- 71%** Look up info related to the content
- 41%** Email, text or message about the content
- 35%** Look up, shop for product or service being advertised
- 28%** Write or read post about content on social media
- 15%** Switch to other content after seeing something online



## Digital TV

Some of you may remember the early days of cable television. Remember how exciting it was to have so many more programming choices with a clearer, more reliable reception? DUO has been providing high quality Digital TV for decades, and we continue to upgrade and evolve our service offerings to keep up with the latest technologies while providing top notch local customer service.

## Telephone

DUO Broadband began over 65 years ago as Duo County Telephone to provide reliable phone service for the people in our community. We've upgraded technology and improved service over the years, but our mission to bring high quality telecommunications services to our neighbors has never changed.

## Mobile

When cellular phone service became widely available, DUO partnered with other regional telephone providers to start Bluegrass Cellular to serve the people in our service area with reliable mobile service as well. Today, we continue to offer the most advanced wireless network available through that same company.



[DUOBROADBAND.COM](http://DUOBROADBAND.COM)

## Service You Can Depend On



DUO Broadband sets a same-day service standard policy. What does that mean? When our customers experience technical problems or issues we work hard to address the problem that day and fix it as quickly as possible. New service installations have a next-day target, so new customers won't have to spend weeks waiting for service.



Russell: 270-343-3131

Adair: 270-378-4141

Cumberland: 270-433-2121

