

The Wilson Times

Greenlight prices attract customers

By Rochelle Moore, Saturday, June 07, 2008, 3:00 AM

When Brenda Kelly visited the city of Wilson's broadband trailer promoting its Greenlight fiber-optic network this week, she had done her research.

Not only did she know the individual and bundle prices for Greenlight's telephone, cable and Internet services, she also knew how much extra it would cost in taxes and fees.

She had also compared those prices, as well as service options, with her own cable television, phone and Internet providers.

"They will only have one Lifetime channel compared to Time Warner," Kelly said, as she waited to sign up for service at the Greenlight trailer Tuesday on West End Avenue. "Everything else is about the same."

For Kelly, and many other Wilson residents, the choice of whether to switch to Greenlight will primarily boil down to dollars and cents.

"What attracted me to Greenlight is their telephone package with outside (long distance) service," Kelly said. "I think I'll save \$35 to \$40 a month if I switch over. That's the only reason I came was the benefits I'll receive."

Kelly was one of the first 400 potential customers given the option to sign up for Greenlight this week, in the neighborhood area between Raleigh Road and Ward Boulevard. Residential sign-ups will continue neighborhood-by-neighborhood this year during a yearlong rollout.

Greenlight is the city of Wilson's initial \$28 million investment to build and operate its own citywide fiber-optic network that offers some of the fastest Internet speeds available nationwide.

The high-speed fiber network carries a reliable, fast signal using light pulses carried over glass fibers. It can carry much larger amounts of data at much faster speeds than can telephone lines or cable lines. All Greenlight services will be carried over the network to homes and businesses in the city. Subscriptions are voluntary.

John Braswell, who also visited the Greenlight trailer Tuesday, said he's glad he now has a choice between the city's services and Time Warner Cable -- the city's main rival and competitor in the Wilson market. Time Warner services and prices are also compared on Greenlight sales materials.

"I'm not unhappy with Time Warner at all," Braswell said. "I'm like anybody; I know they've gone up in prices."

Braswell is also considering a switch and said he will base his decision on prices and Internet speeds.

"The main thing is if it's comparable," he said. "Initially, (Greenlight) looks cheaper with telephone cable and Internet on the lighter tier. With it being city sponsored means something to me. Obviously, they've got a vested interest in making it work."

Frederick Alt, a 30-year Time Warner customer, said he and his wife plan to switch no matter what the prices are, mainly because they feel it is unfair to not be offered special prices.

"We've been getting service for 30 years and we're upset that we didn't get special pricing like new customers do," Alt said. "Of course, price always matters. But in this case if the price is higher, we're going to get it."

Jackie and David Mitchell are also planning to switch, primarily due to the savings.

"I love that this is not a teaser rate," Jackie Mitchell said, after looking over Greenlight's prices. "It's good that Wilson came out with something. The reason why we're changing is the pricing. We'll probably save \$70 a month."

The Mitchells currently subscribe to Time Warner's telephone, Road Runner and digital TV package with High Definition channels and one premium channel. They plan to get the same package with Greenlight.

Most Greenlight prices across the board cost less than Time Warner Cable.

While Greenlight offers some of the fastest Internet speeds over an advanced fiber-optic network, Time Warner Cable offers more service variety, with lower-cost basic television and Internet options and international calling services.

Time Warner Cable allows customers to order one service while Greenlight requires the purchase of at least two services.

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Time Warner Cable

Can order one service or bundle with two or three services

Cable prices

Basic: 12.50

Standard: 49.85

Digital: 64.75

Digital with one premium: 75.75

Digital with two premiums: 83.75

Digital with three premiums: 91.75

Digital with four premiums: 99.75

Internet

Road Runner lite 768 Kbps: 24.95

Road Runner lite, 1.5 Mbps: 29.95

Road Runner high speed, up to 10 Mbps: 46.95

Road Runner turbo, 15 Mbps: 56.90

Digital phone

Local unlimited calling: 29.95

(must have cable or Internet service)

Unlimited North Carolina/South Carolina: 39.95

Unlimited nationwide: 49.95

International one-price calling: 19.95

(must have another digital phone service and cable or Internet service)

Additional phone: 19.95 with local service; 24.95 with Carolinas; 29.95 with nationwide

A la carte

Additional digital cable program tier: 2.95

Digital sports and game tier: 3.50

DVR: 7.95

HD suite, added to digital cable: 6.95

Greenlight

Must order two services to receive Greenlight

Cable

Expanded basic: 46.95

Digital: 58.95

Digital with one premium: 70.95

Digital with two premiums: 80.95

Digital with four premiums: 96.95

Internet

Fiber-optic, 10 Mbps: 34.95

Fiber-optic, 20 Mbps: 54.95

Fiber-optic, 40 Mbps: 99.95

Fiber-optic, 60 Mbps: 199.95

Fiber-optic, 100 Mbps: 299.95

Telephone

Traditional land-line service, run over fiber-optic lines to the home, includes eight-hour battery backup

Unlimited local with 11 calling features: 24.95

Unlimited local and nationwide long distance, with 11 features: 34.95

Additional phone, no features included: 12.95

A la carte

Additional digital tier: 2.95

HD tier: 6.95

DVR: 7.00

Time Warner Cable Bundles

Regular pricing

Standard cable: 49.85

Road Runner, 10 Mbps: 44.95

Digital phone (includes unlimited nationwide long distance): 39.95

Total: 134.75

Digital cable: 64.75

Road Runner: 39.95

Digital phone: 39.95

Total: 144.65

Digital, one premium channel: 75.75

Road Runner: 39.95

Digital phone: 39.95

Total: 155.65

2-year price lock guarantee
(cancellation fees may apply)

Standard cable: 37.35

Road Runner, 10 Mbps: 35.18

Digital phone (includes unlimited nationwide long distance): 37.42

Total: 109.95

Digital cable: 48.64

Road Runner: 34.55

Digital phone: 36.76

Total: 119.95

Digital, one premium channel: 59.64

Road Runner: 34.55

Digital phone: 36.76

Total: 130.95

Greenlight Bundles

Expanded basic: 46.95

Internet, 10Mbps: 34.95

Home phone plus(includes unlimited nationwide long distance): 34.95

Discount: 16.90

Total: 99.95

Digital cable: 58.95

Internet: 34.95

Home phone plus: 34.95

Discount: 16.90

Total: 111.95

Digital cable, with one premium channel: 70.95

Internet: 34.95

Home phone plus: 34.95

Discount: 16.90

Total: 123.95

Prices do not include taxes and fees.