

# Ookla® Ranks Cox as Fastest U.S. Provider of Internet Speeds for Second Consecutive Quarter

**ATLANTA (January 30, 2024)** – Cox Communications today announced that its high-speed fiber-powered broadband service has once again been recognized by Ookla® Speedtest® (speedtest.net) for offering America’s fastest download speeds for the fourth quarter of 2023, achieving median speeds of 261.27 Mbps. Ookla is a global leader in connectivity intelligence.



## They said it

“We’ve taken proactive steps to ensure that our customers continue receiving the reliable speeds they need to optimize performance from a growing number of connected devices in their homes,” said Mark Lawson, EVP and Chief Marketing Officer. “This recognition from Ookla is evidence that the investments we’re making in our network across the country are producing meaningful results.”

## By the numbers

In the last 10 years, Cox has invested more than \$11 billion in network upgrades to deliver some of the most powerful internet, TV, phone, smart home, and mobile services and will continue making multibillion-dollar annual infrastructure investments over the next several years. Last year, the company:

- Increased speeds for the majority of its customers, nearly three-quarters of whom now enjoy download speeds of a half-GIG or greater
- Expanded fiber-to-the-home connectivity
- Expanded multi-GIG speed capabilities, which are now available to nearly half of Cox customers. All customers already have access to GIG speeds or greater

## Getting the most accurate test of internet speeds

Cox customers seeking to measure the speed of a connected device while at home should download the Ookla Speedtest app for their desktops and mobile devices. Ookla Speedtest can also be run from a web browser at [www.speedtest.net](http://www.speedtest.net).

Internet speed test results can vary based on several factors such as the devices themselves, the location of the equipment and sharing connections with other users. Most individual devices like smart phones, tablets and laptops aren’t capable of supporting super-fast speeds. The age and capabilities of the modem or router from which the test is run can also impact results. Newer model modems can better leverage available network

capacity. Device network interface is also important. For speed tiers above 100 Mbps, your router, modem or hardwired device must have a 1 Gbps Ethernet Port. It's important to remember that most households can connect multiple devices at one time seamlessly with 250 Mbps download speeds.

*Based on analysis by Ookla® of Speedtest Intelligence® data for fixed median download speeds, United States, Q4 2023. Ookla trademarks used under license and reprinted with permission.*

### **About Ookla®**

Ookla is a global leader in connectivity intelligence that provides consumers, businesses, and other organizations with data-driven insights to improve networks and connected experiences. We help our clients efficiently solve their biggest connectivity challenges and drive forward innovation.

Ookla is a division of Ziff Davis (NASDAQ: ZD), a vertically focused digital media and internet company whose portfolio includes leading brands in technology, entertainment, shopping, health, cybersecurity, and martech. Ookla's world-renowned brands include Speedtest, DnDetector, Ekahau, RootMetrics, and more.

### **About Cox Communications**

Cox Communications is committed to creating meaningful moments of human connection through technology. As the largest private broadband company in America, we operate fiber-powered networks in more than 30 states, providing connections and advanced cloud and managed IT services for nearly seven million homes and businesses nationwide. We're dedicated to empowering others to build a better future and celebrate diverse products, people, suppliers, communities and the characteristics that make each one unique. Cox Communications is the largest division of Cox Enterprises, a family-owned business founded in 1898 by Governor James M. Cox.

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