

VERIZON VS. CABLEVISION CLAIMS



Just last week, Cablevision filed a lawsuit against one of the advertisements of the popular company, Verizon. Cablevision claims that Verizon has used false advertisements to criticize the Internet service that is provide by Cablevision. However, Verizon begs to differ and continues to deny that the allegations made against the company from Cablevision are completely false. In fact, Verizon believes it is actually Cablevision that has been trying to slaughter the name that Verizon has built for itself. A spokesperson for Verizon says, "Consumers deserve to get the broadband speeds they are promised, but they don't with Cablevision." In fact, Verizon claims that they have statistical proof and evidence that will back up their claims. Their proof comes from the report that was already released by the FCC. The report, which was called "Measuring Broadband America", showed the speeds of the Internet from different broadband providers such as Cablevision and Verizon. The report proves that Cablevision has lied about its download speed during advertisements as the actual download speed is far less than what is advertised on commercials and billboards, according to [Connected Planet](#). The data that collected for this report was taken during the month of March in 2011. Cablevision is arguing with Verizon by making claims that because the report was taken more than six months ago, the service actually provide faster performance speeds than it used to just a few months ago when the report was first made. Verizon still believes that they have the right to make the claims that they have made since Cablevision has misled its users with false and misleading advertisement. This is not the first time that the Verizon company has been involved with advertising controversy. In fact, Comcast has also had problems with Verizon in the past because both of these companies are in constant competition with one another and Verizon FiOS constantly claims that it has a much higher quality of images on the television that other companies. In fact, Comcast actually won the dispute against Verizon but this time, it is expected that Verizon will win the dispute against Cablevision. The reason why Verizon has a better ability and the upper hand, so to speak, to win the dispute against Cablevision is partly due to the statistics and the data that was collected in the report from the FCC. With this accurate information in their hands, Verizon can easily prove that Cablevision was being misleading, even if the performance is better now, they still misled users in the past to believe that their Internet performed at a higher speed than it actually did. Only time will tell which of these companies will win the dispute although Verizon does have a point, it is never right to mislead customers who expect something and then pay for the product that they are expecting but do not get what they pay for because the company was not being completely honest.