

Mythbusters V: Greatest Hits

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Company: TeleGeography

Presenter Profile



Tim and Alan are trained mythbusters.

Do NOT attempt to test any of these dangerous myths at home.



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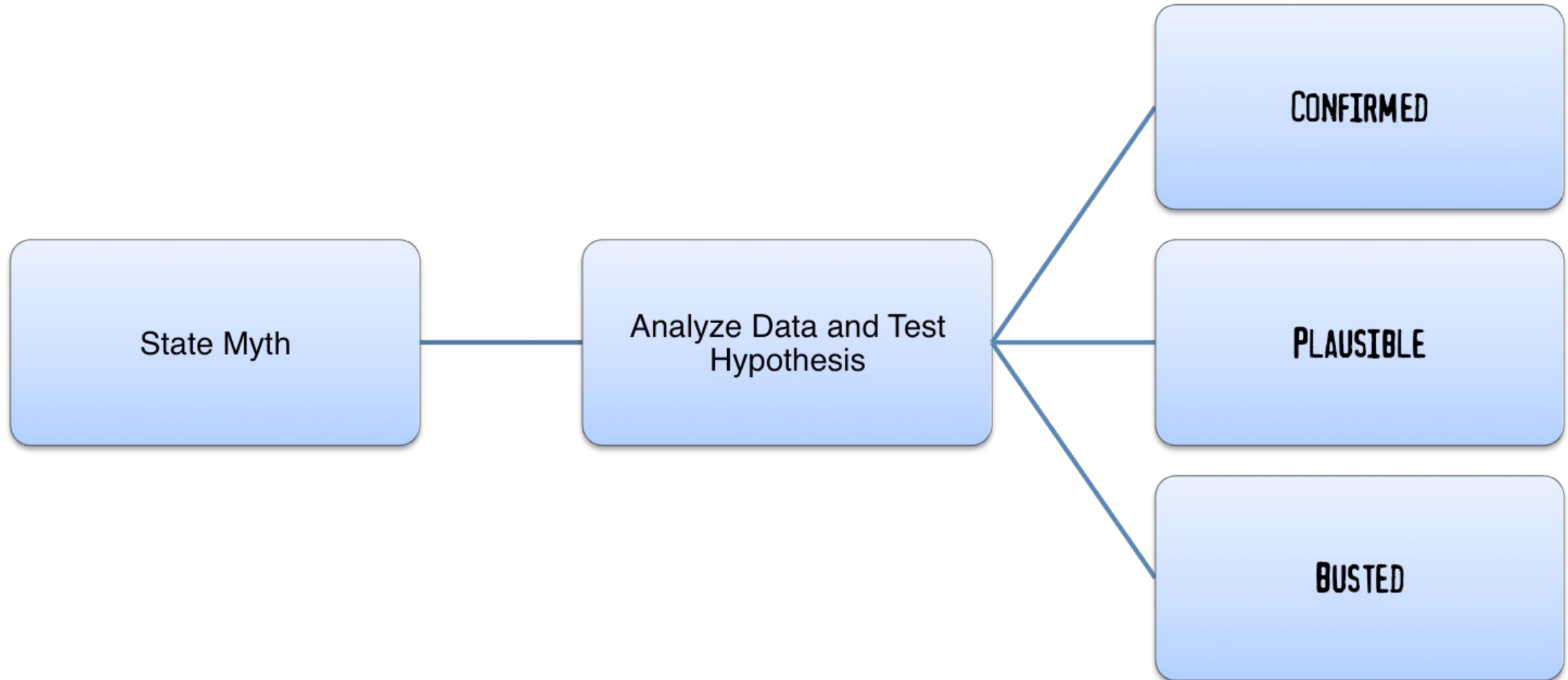
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Research Director

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What is mythbusting?





Industry Myths to be Tested

- New satellites will end the dominance of submarine cables.
- For placement of large data centers, energy is more important than proximity to population.
- The demand for submarine cable capacity is doubling every 2 years.
- Content providers account for the majority of investment in new cables.
- The global network has never been more resilient.
- The submarine cable market is cyclical.
- Geopolitical conflict between China and the U.S. has caused the two countries' networks to disconnect.
- Sharks (and acts of sabotage) are a major source of cable faults.

For your copy of the Greatest Hits album (this slide deck)





Satellites vs. cables myth

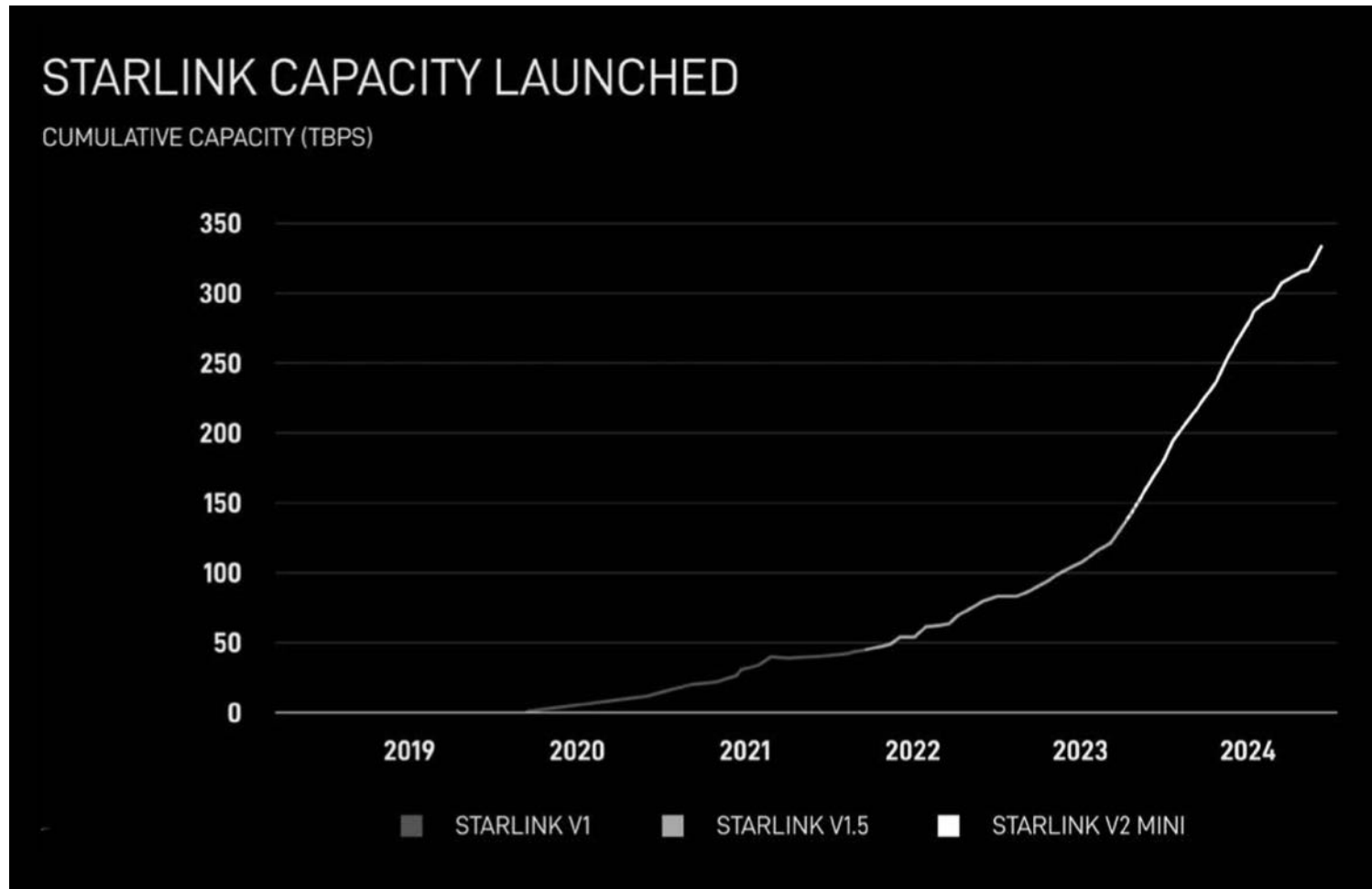
- The Myth: New satellites will end the dominance of submarine cables.
- Conclusion: ???
- Status: ???

Satellite Myth

Sub**Optic**2019
TO THE BEACH AND BEYOND
RETHINKING GLOBAL NETWORKS

- The Myth: new satellites will end the dominance of submarine cables.
- Conclusion: no, but they will boost bandwidth and reduce latency to underserved areas.
- Status:

BUSTED

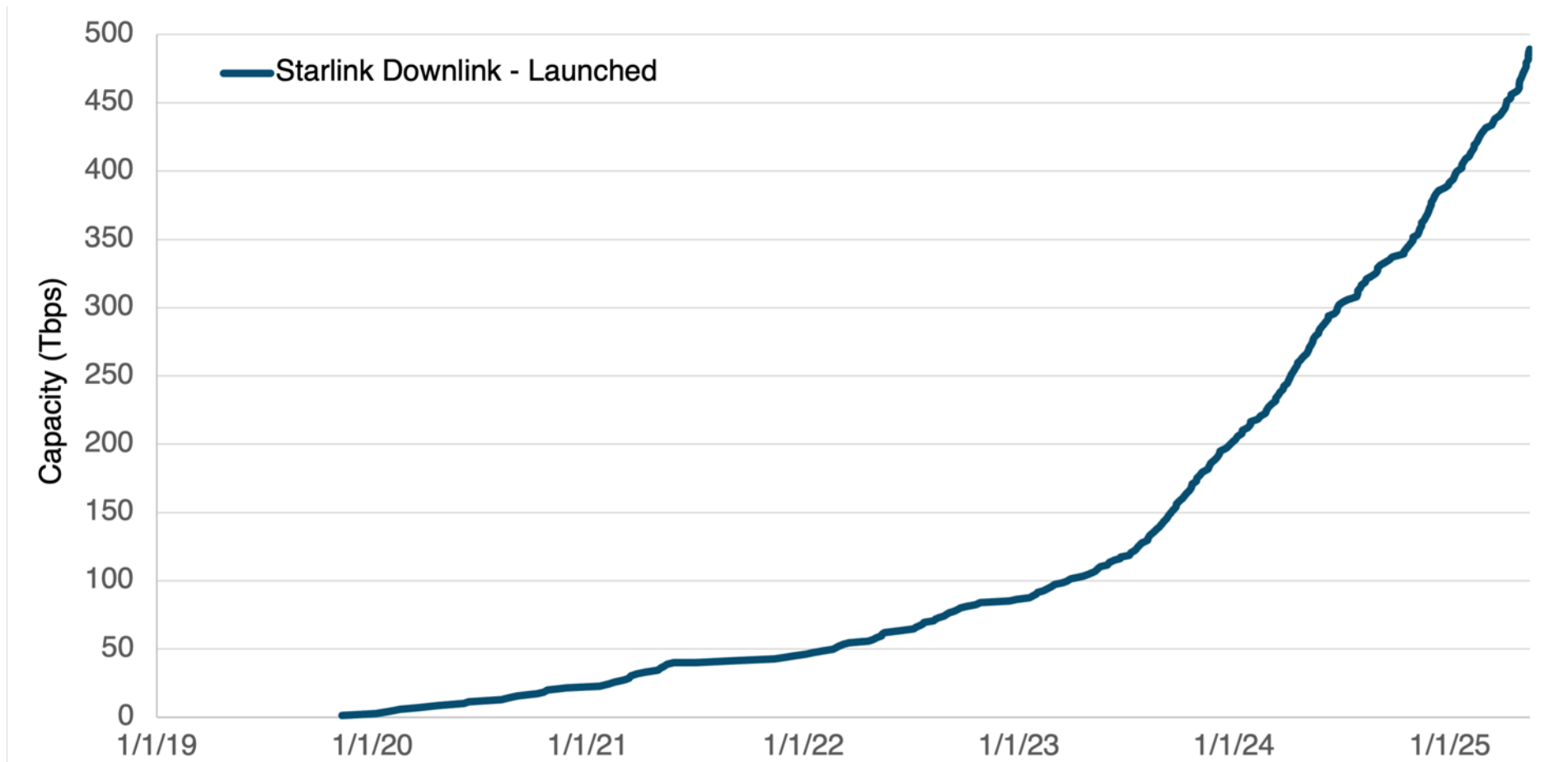


Starlink satellites

- v1.5:
 - ~24 Gbps total capacity
 - 1st launches: 2021
- v2:
 - ~96 Gbps total capacity
 - 1st launches: 2023
- v3:
 - ~1,000 Gbps downlink capacity
 - 1st launches: 2025 (?)

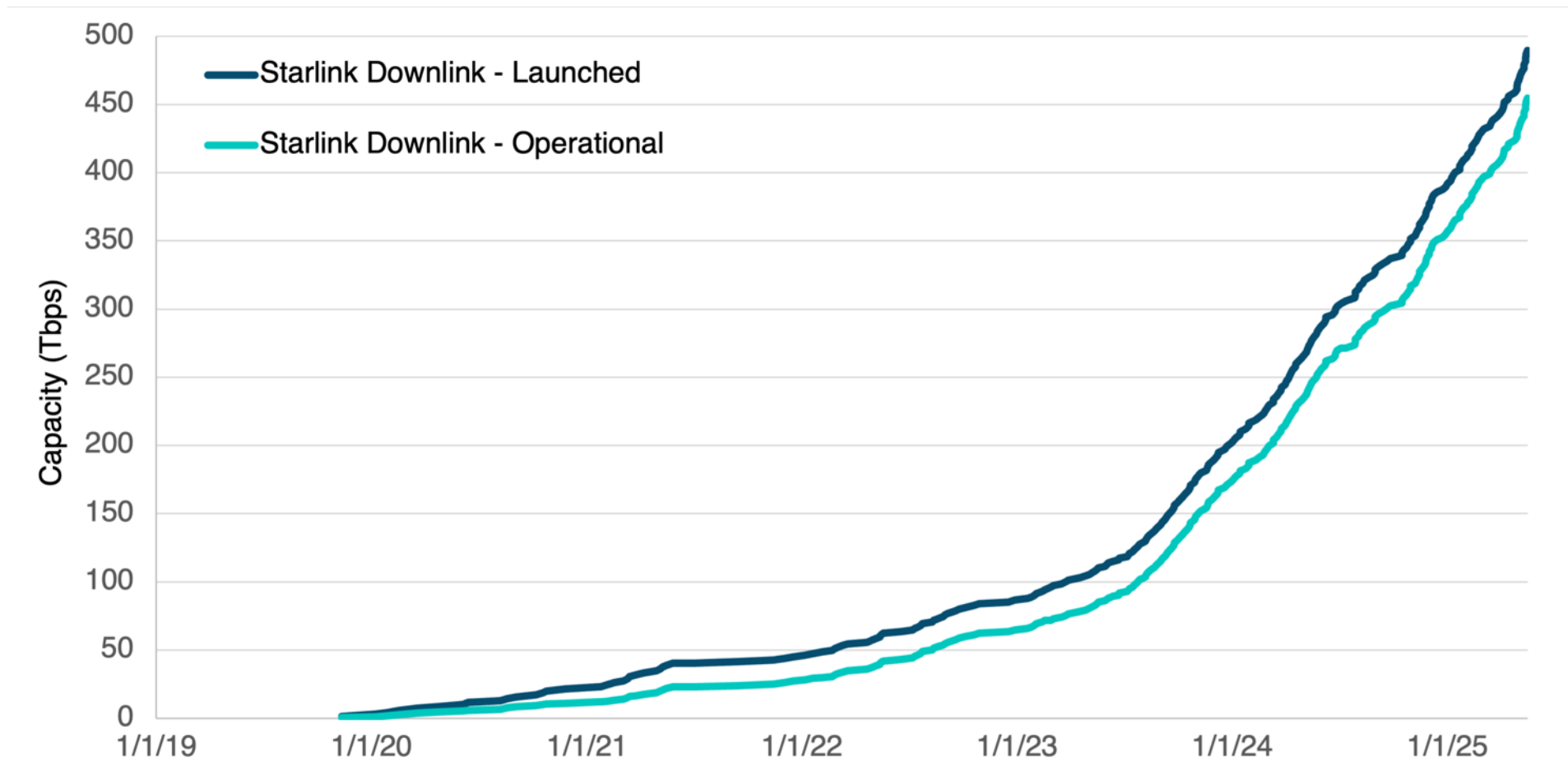
Satellites vs. cables myth

A closer look at Starlink capacity

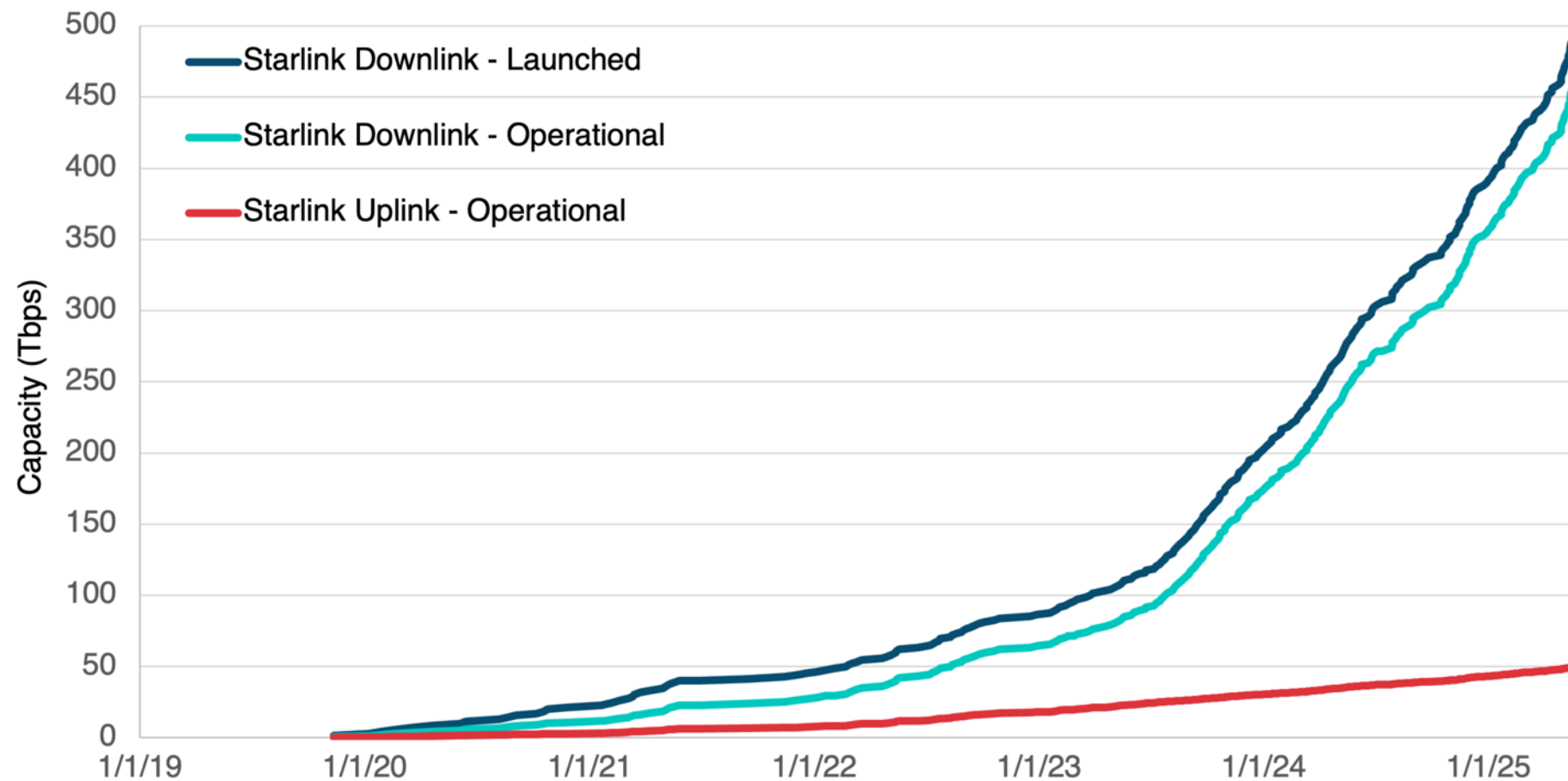


Satellites vs. cables myth

A closer look at Starlink capacity



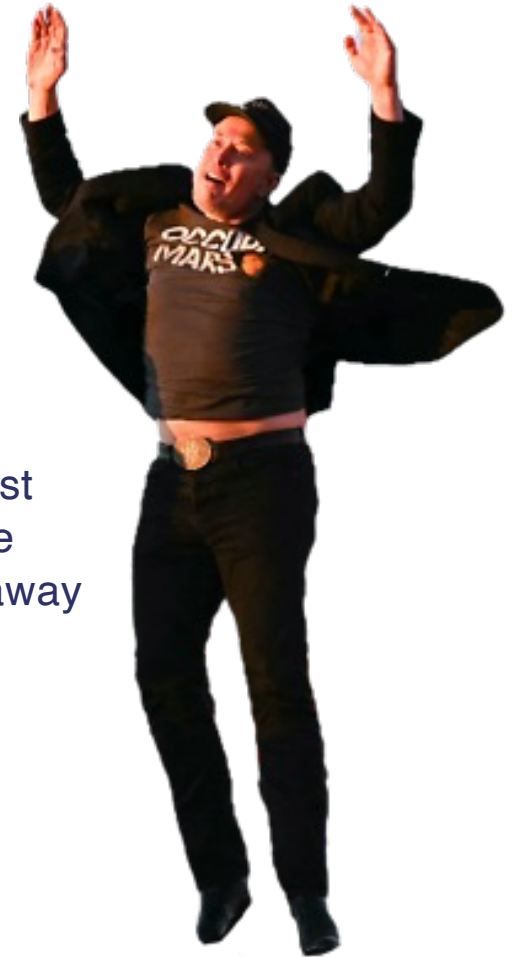
A closer look at Starlink capacity



Cost per bit comparison: some rough estimates

- Apples vs. oranges
 - Cables: strictly point-to-point
 - Starlink: analogous to end-user network
- Problems for Starlink
 - Extremely constrained for single-point capacity
 - Very high annual OPEX
 - Must fully replace every 5 years
- This is a fool's errand
 - ... but we are being foolish

} ← Let's just
assume
these away

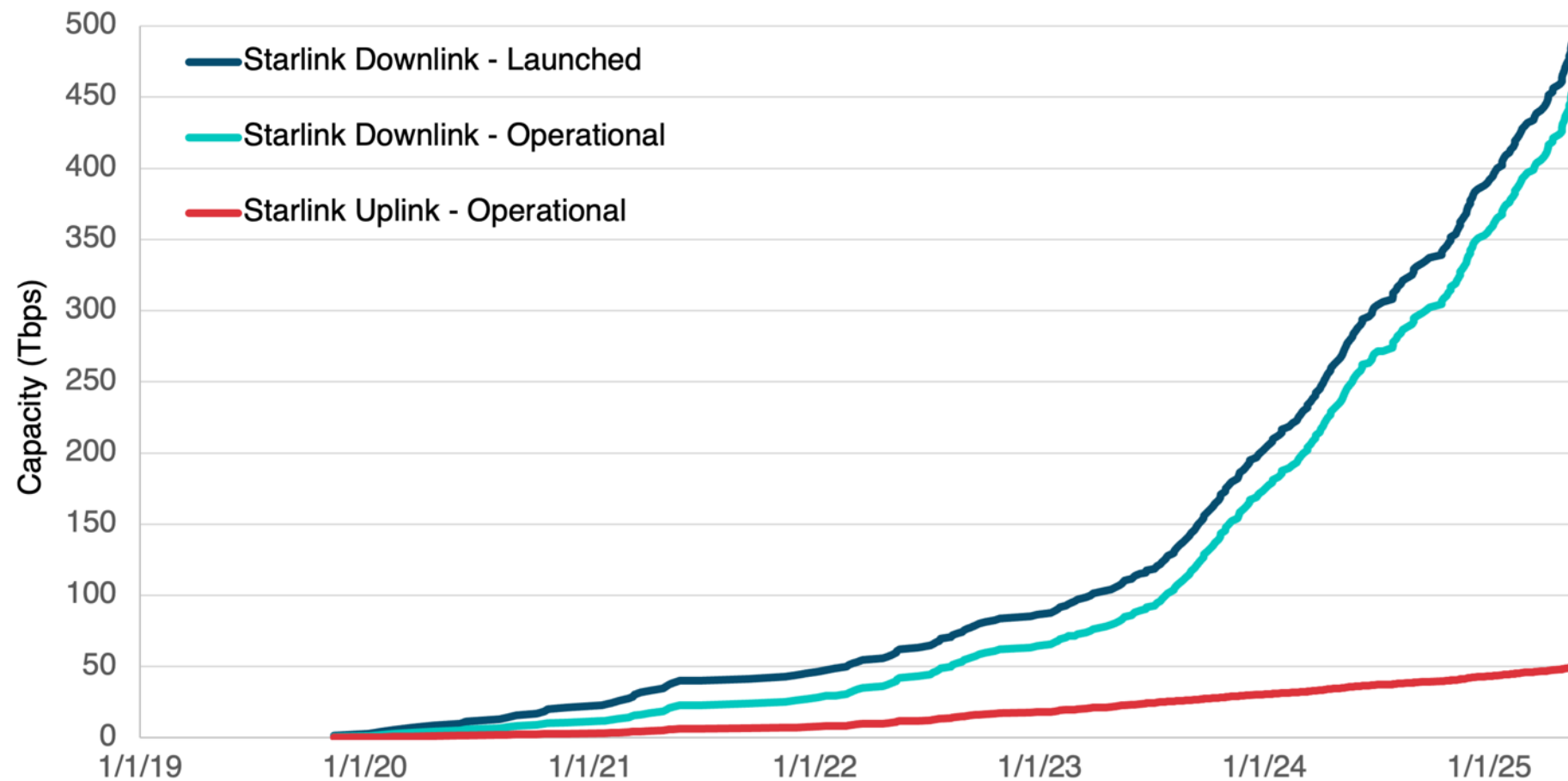


Cost per bit comparison: some rough estimates

	One Submarine Cable	Starlink Constellation
Total Investment (bn)	\$0.52	\$15.00
Total Bandwidth (Tbps)	480	455
Symmetric Bandwidth (Tbps)	480	50
Efficiency Ratio	100%	10%
Effective Bandwidth (Tbps)	480	5
Cost per Mbps	\$1.08	\$2,999.20
Cost per bit ratio over submarine cable		2,768:1

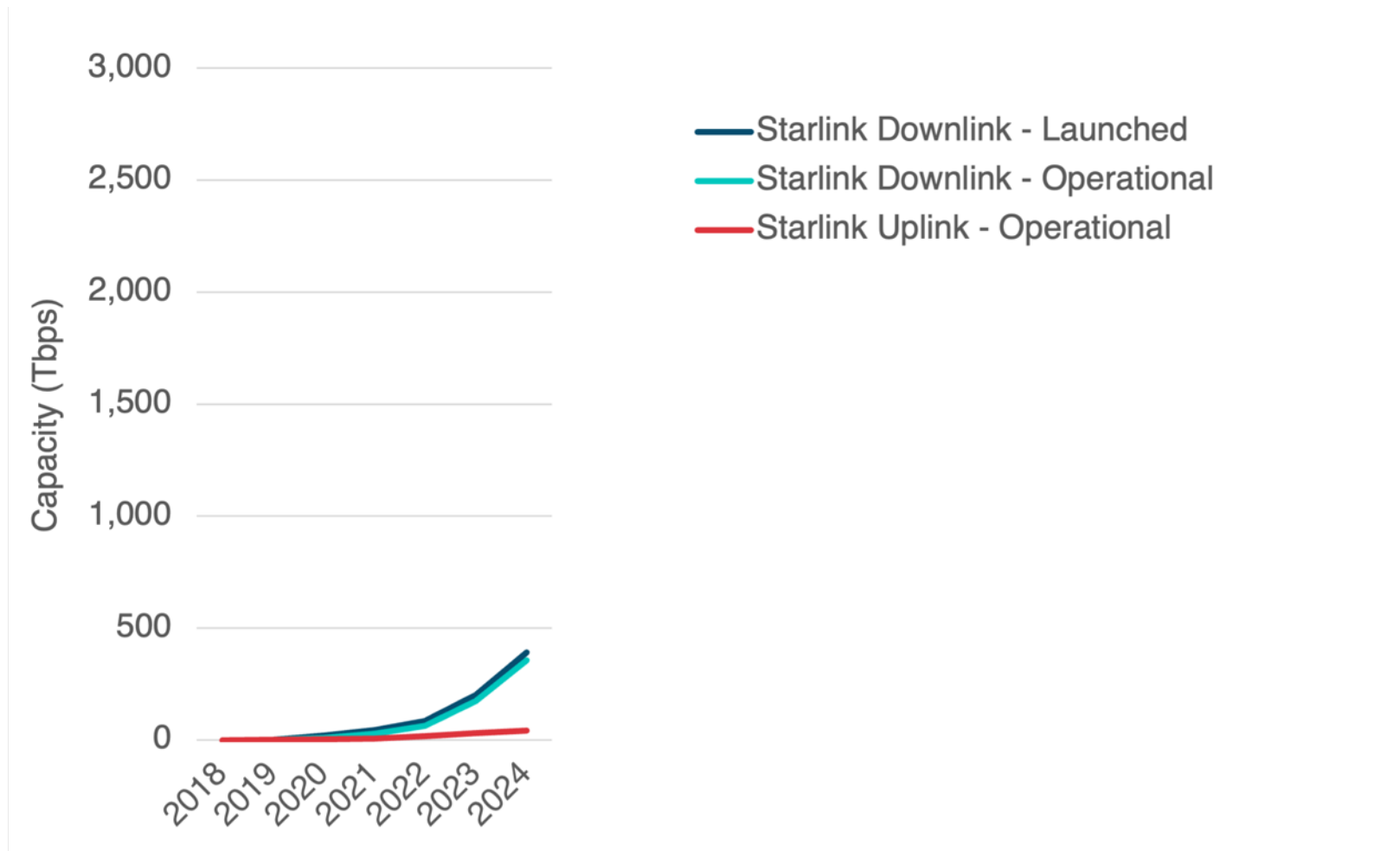
Satellites vs. cables myth

Satellite as a full replacement to all cables?

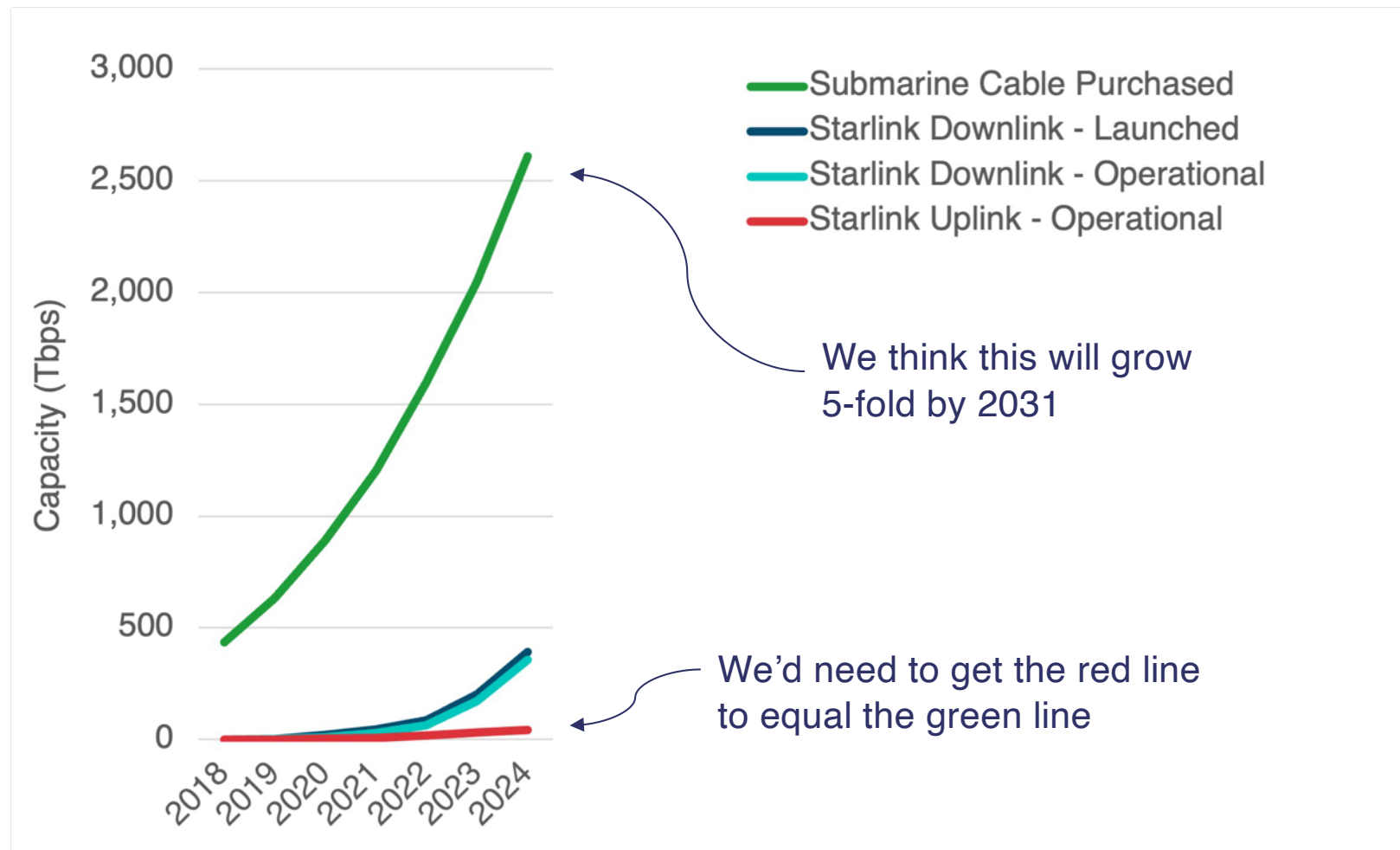


Satellites vs. cables myth

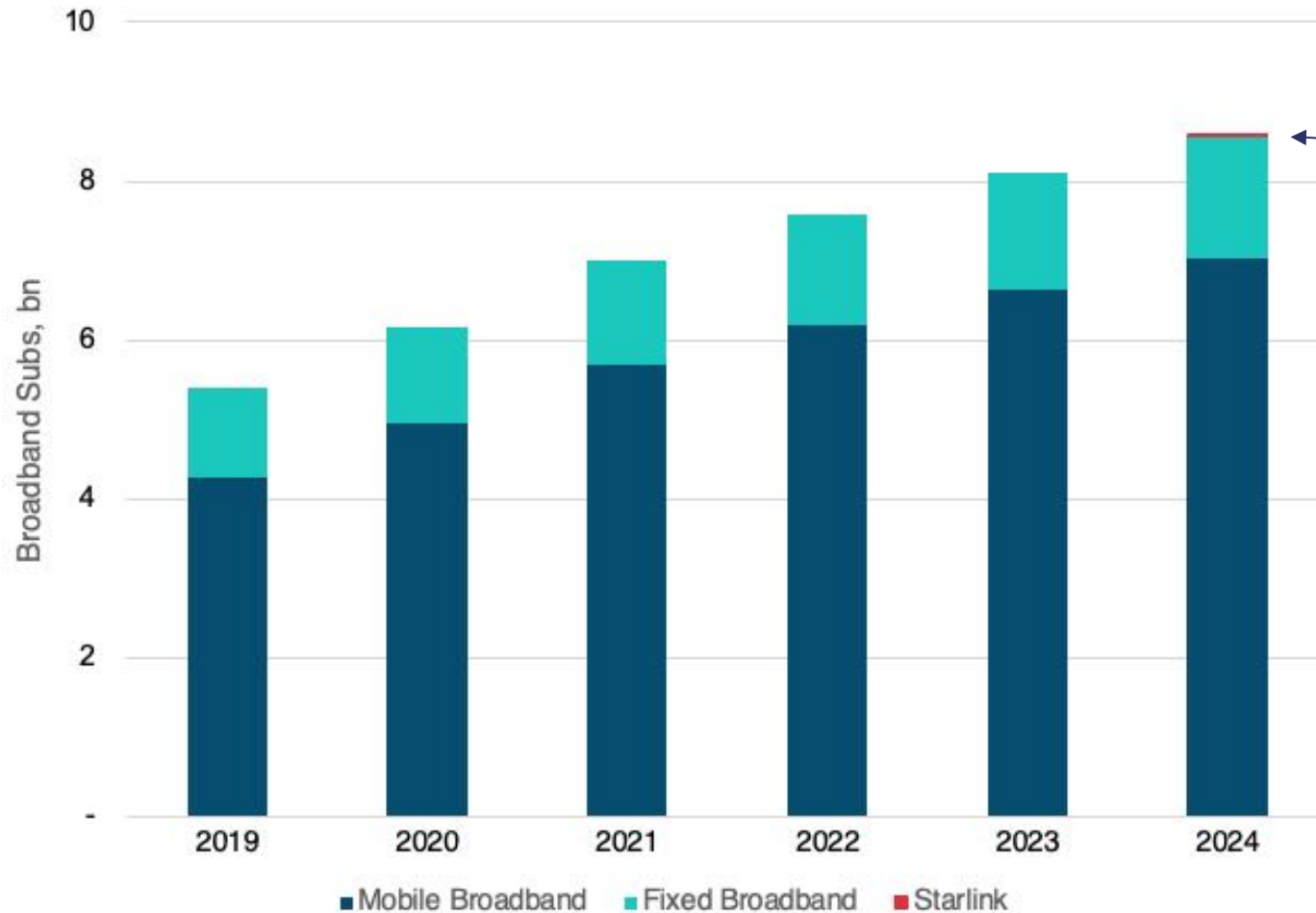
Satellite as a full replacement to all cables?



Satellite as a full replacement to all cables?



OK, but what about satellites as an *access* replacement?



Can you see the red segment?

That's Starlink.

Satellites vs. cables myth

- The Myth: New satellites will end the dominance of submarine cables.
- Conclusion: Despite impressive capacity gains with LEOs, satellite capacity and cost-per-bit still lag far behind cables.
- Status:



BUSTED



Energy & data centers myth

- The Myth: For placement of large data centers, energy is more important than proximity to population.
- Conclusion: ???
- Status: ???



Energy Costs Myth

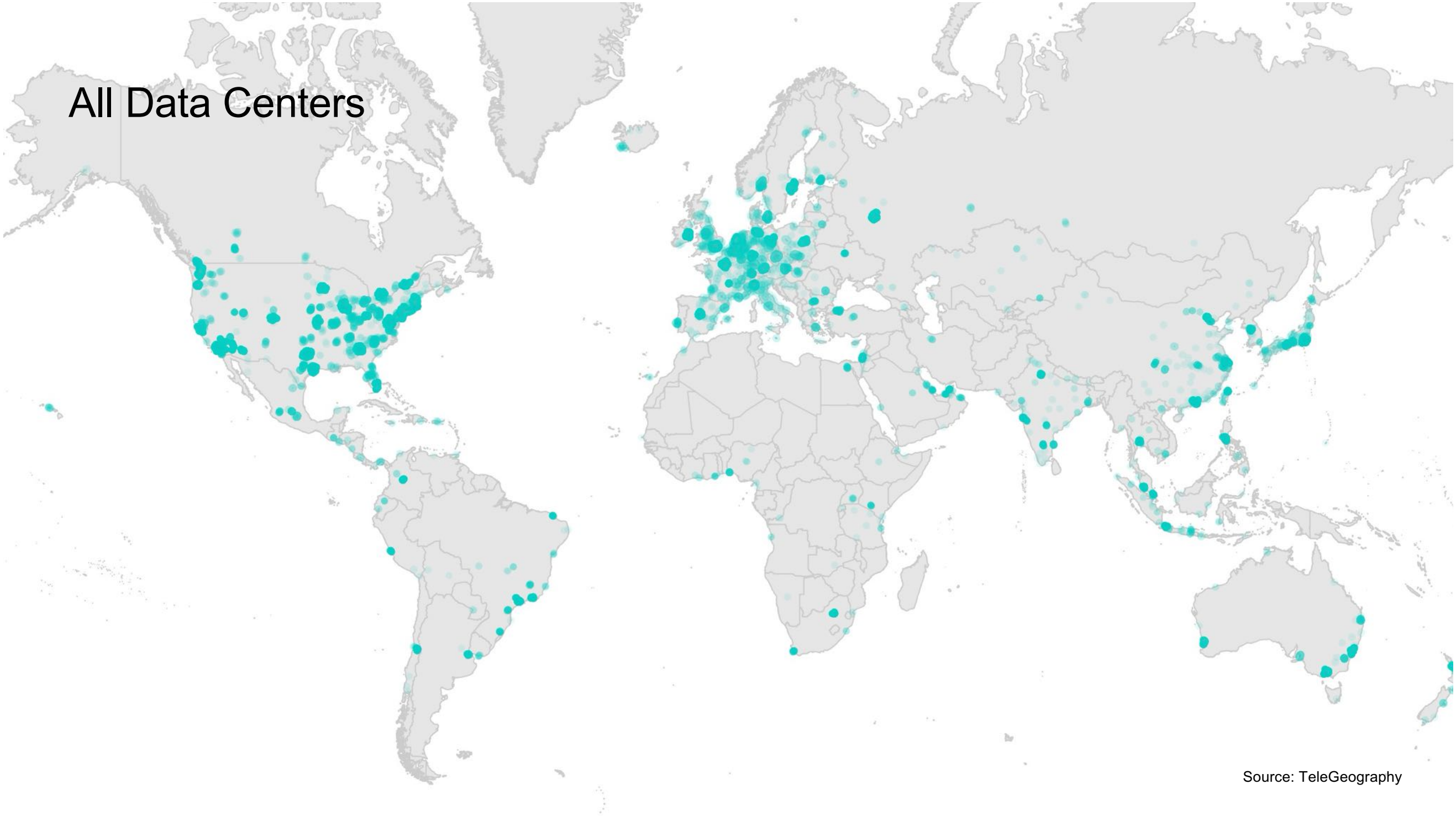
- The Myth: Energy costs are driving build decisions of data centers (and therefore networks)
- Conclusion: Lots of drivers for determining locations of content provider data centers; energy source and costs are primary ones
- Status:

PLAUSIBLE

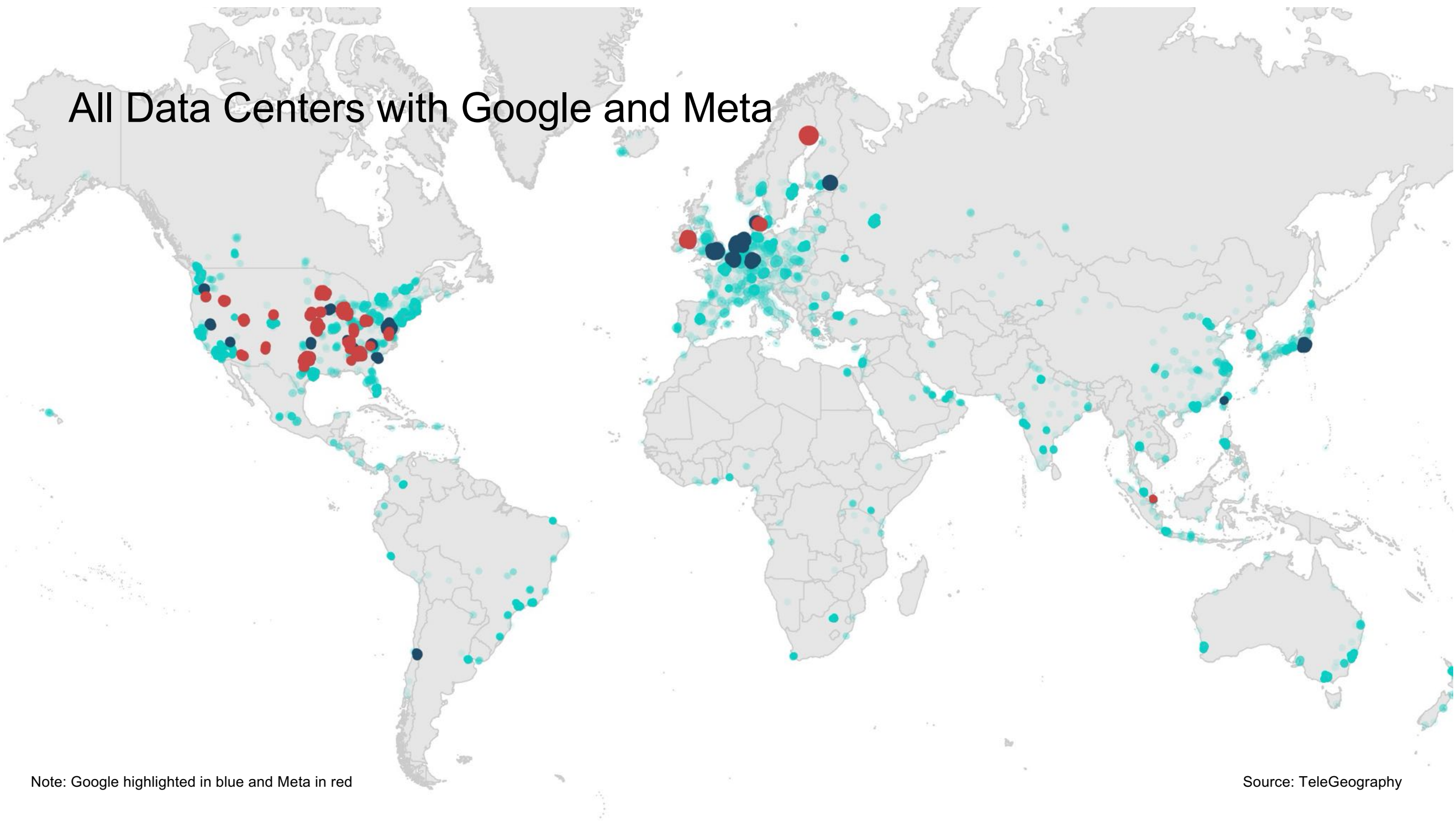
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Slide 120

All Data Centers



All Data Centers with Google and Meta



Note: Google highlighted in blue and Meta in red

Source: TeleGeography

Energy & data centers myth

Some useful data

Market Connectivity Score

Filter...

[Reset Selection](#)

Rank by

Current Score

Fast-Growing Cities

Change Weights

Show

Relative Scores

Nominal Values

Download

Cities					Ranking		Data Centers >	Internet Exc... >	Pricing >	Cloud Infrast... >	Long-Distan... >	Local Ac
City	Country	Region	Rank	Overall Score ↓			Data Centers Avg	Internet Exchanges Avg	Pricing Avg	Cloud Infrastructure Avg	Long-Distance Transport Avg	Local Ac Avg
☒ Frankfurt	Germany	Europe	1	61.6			61.4	94.5	98.9	62.8	64.5	
☒ London	United Kingd...	Europe	2	60.3			55.0	51.2	98.8	50.8	60.8	
☐ Tokyo	Japan	Asia	3	60.0			69.4	30.4	96.0	49.7	38.7	
☐ Amsterdam	Netherlands	Europe	4	54.8			27.7	86.6	99.0	38.5	49.5	
☐ Singapore	Singapore	Asia	5	54.6			32.6	53.5	96.2	54.6	78.3	

3,000 cities found





Energy & data centers myth

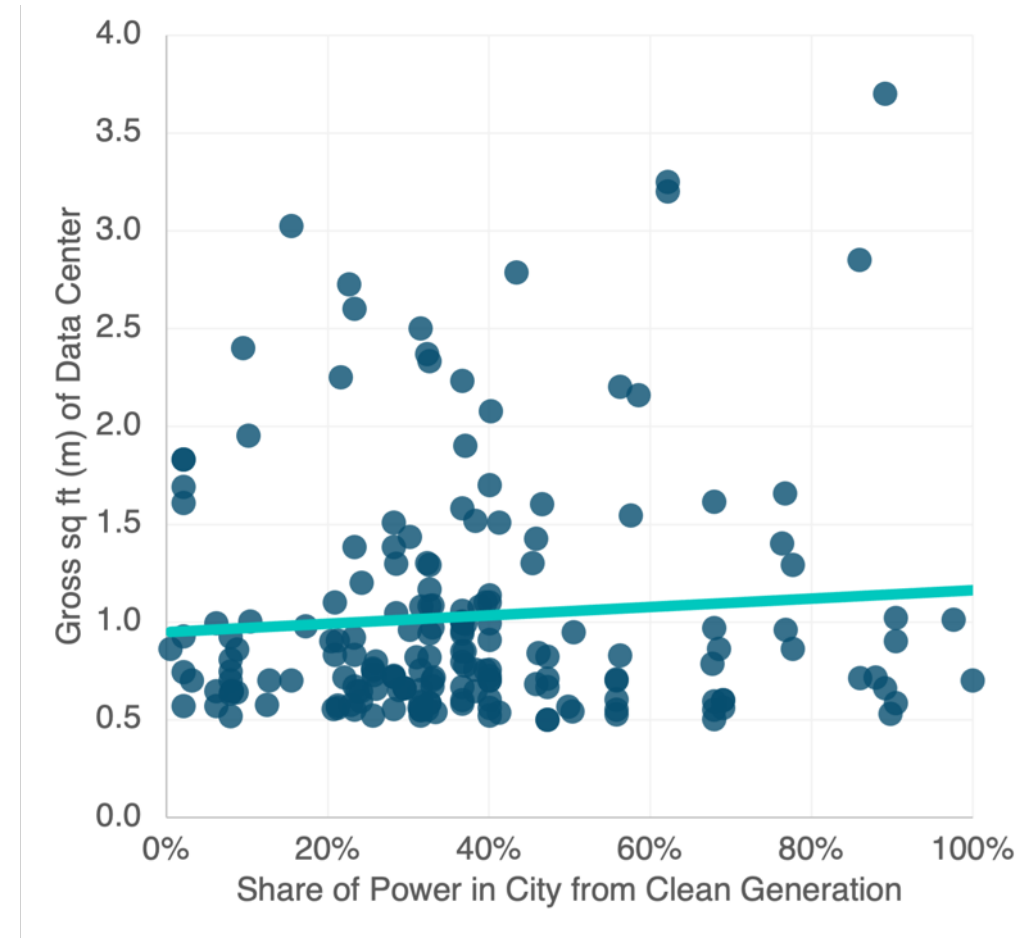
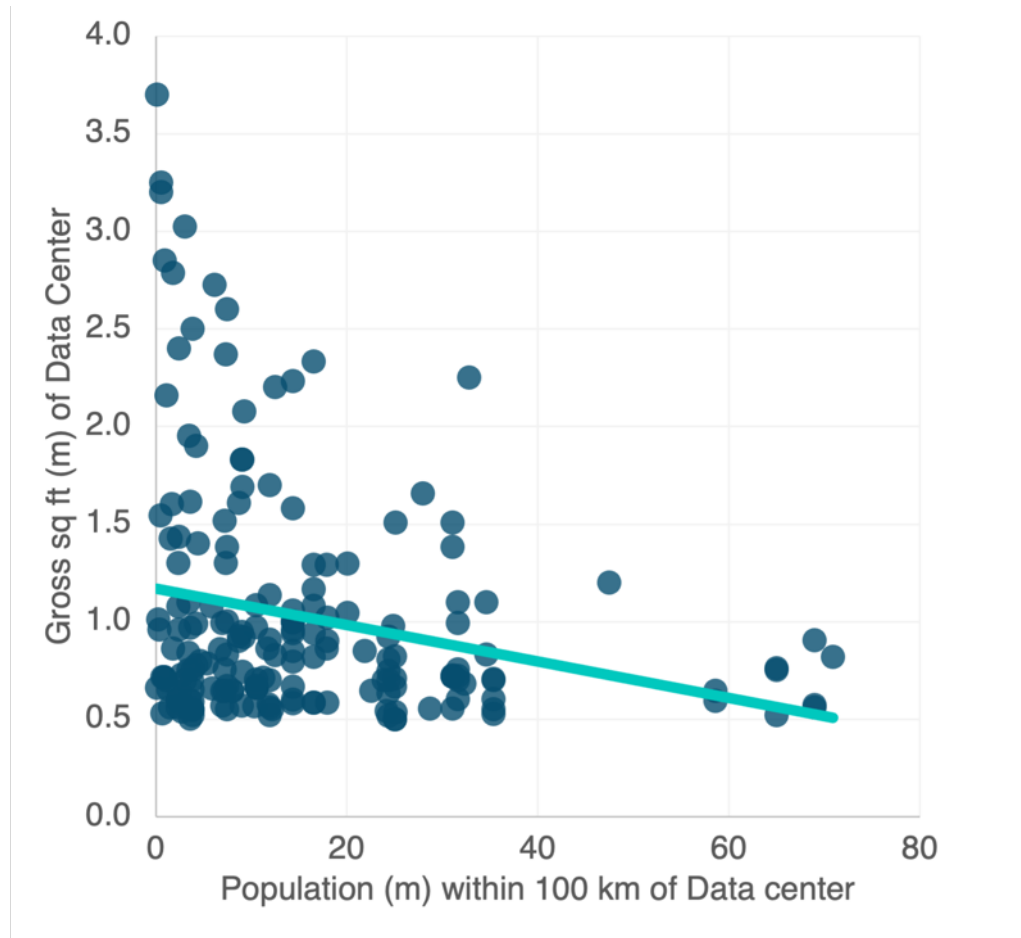
Sample results for key players



Data Center Operator	Average for Cities around Data Centers	
	Population (m)	Clean Power as % of Total Generated
Carrier Neutral Colo		
Equinix	16.5	41%
CoreSite	13.3	32%
TELEHOUSE	27.2	41%
Cloud		
Amazon Web Service	11.3	38%
Google Cloud Regions	14.5	40%
Content		
Google Data Centers	8.4	42%
Meta	3.5	43%

Note: Clean power show averages for power generation in a 200 km radius around cities with data center presence. It thus shows general availability of clean power, not what is actually consumed by the operator.

Population and clean power avail. effect on data center size



Note: Each dot = one data center. Only data centers > 500,000 square feet shown.

Energy & data centers myth

- The Myth: For placement of large data centers, energy is more important than proximity to population.
- Conclusion: For large data centers, there is:
 - a negative correlation between data center size and city population
 - a positive correlation between data center size and clean power availability
- Status:

CONFIRMED



Demand doubling myth

- The Myth: The demand for submarine cable capacity is doubling every 2 years.
- Conclusion:
- Status:

Demand doubling myth

Look at the original findings

- We did this one in 2013 and 2016

SubOptic 2013 from ocean to cloud

Traffic Growth Myth

- The Myth: Internet traffic is doubling every 2 years in many regions.
- Conclusion: Internet traffic is doubling every 2 years in many regions.
- Status: **CONFIRMED**

SubOptic 2016 Dubai

Demand Doubling Myth

Doubling Myth

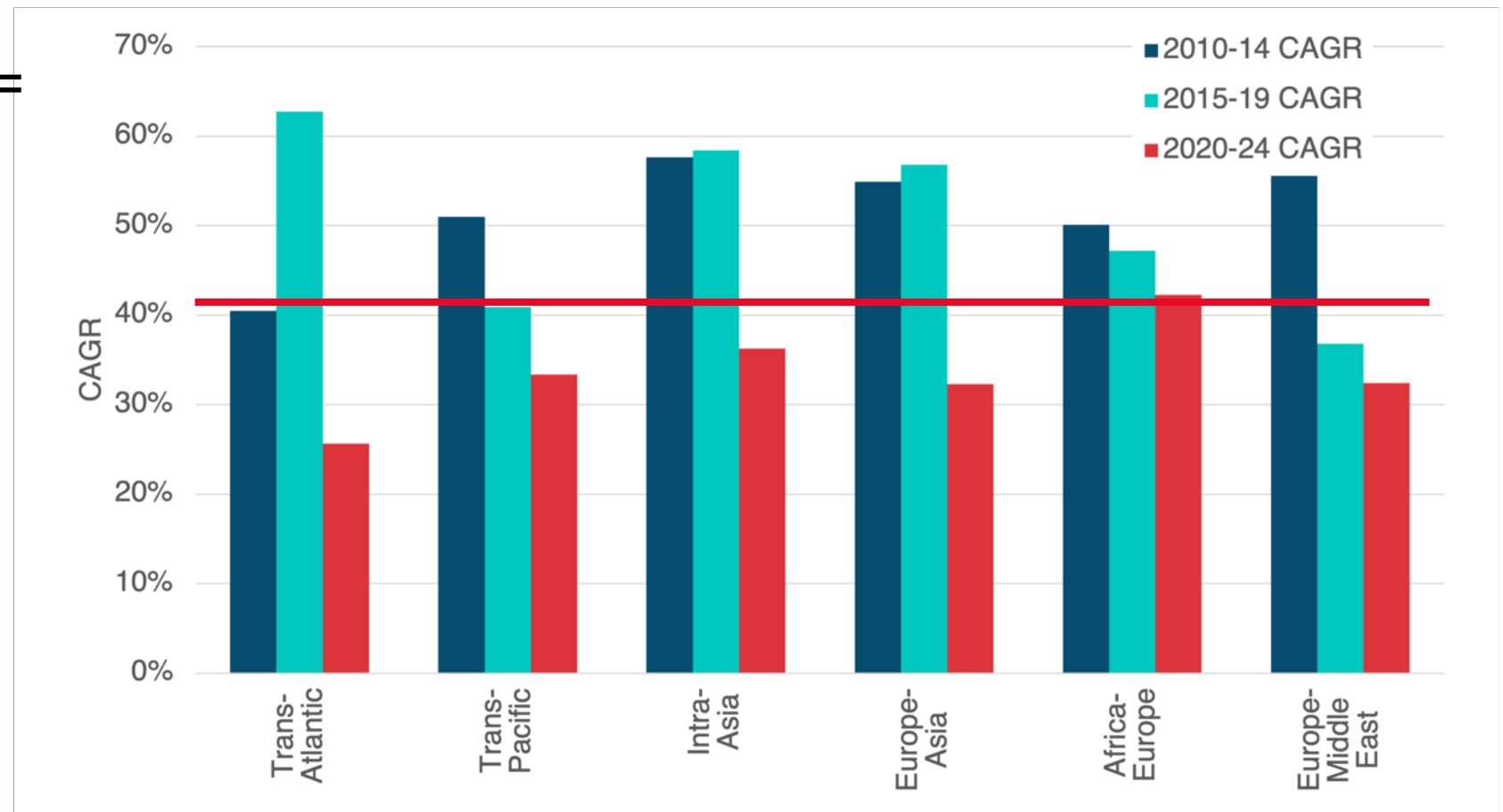
- The Myth: Demand for submarine cable capacity is doubling every 2 years.
- Conclusion: On most routes demand continues to rise by more than 41% per year.
- Status: **CONFIRMED**

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What does doubling every 2 years mean?

Used Int'l Bandwidth Growth

- Doubling every 2 years = 41% per year

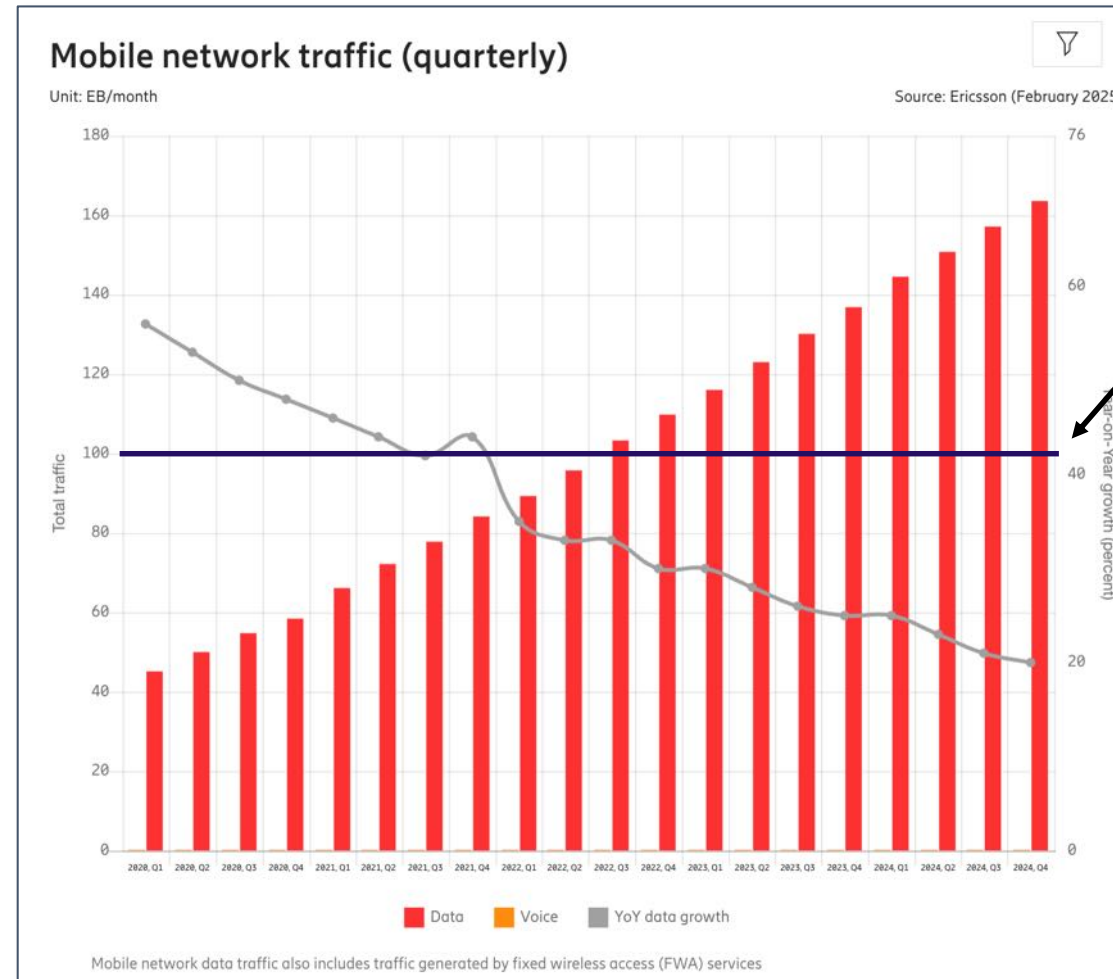


Source: TeleGeography

Demand doubling myth

Looking for more evidence

- Ericsson mobile network data shows a consistent deceleration in mobile network traffic 2020-25
 - Mobile traffic $\neq$ subsea capacity



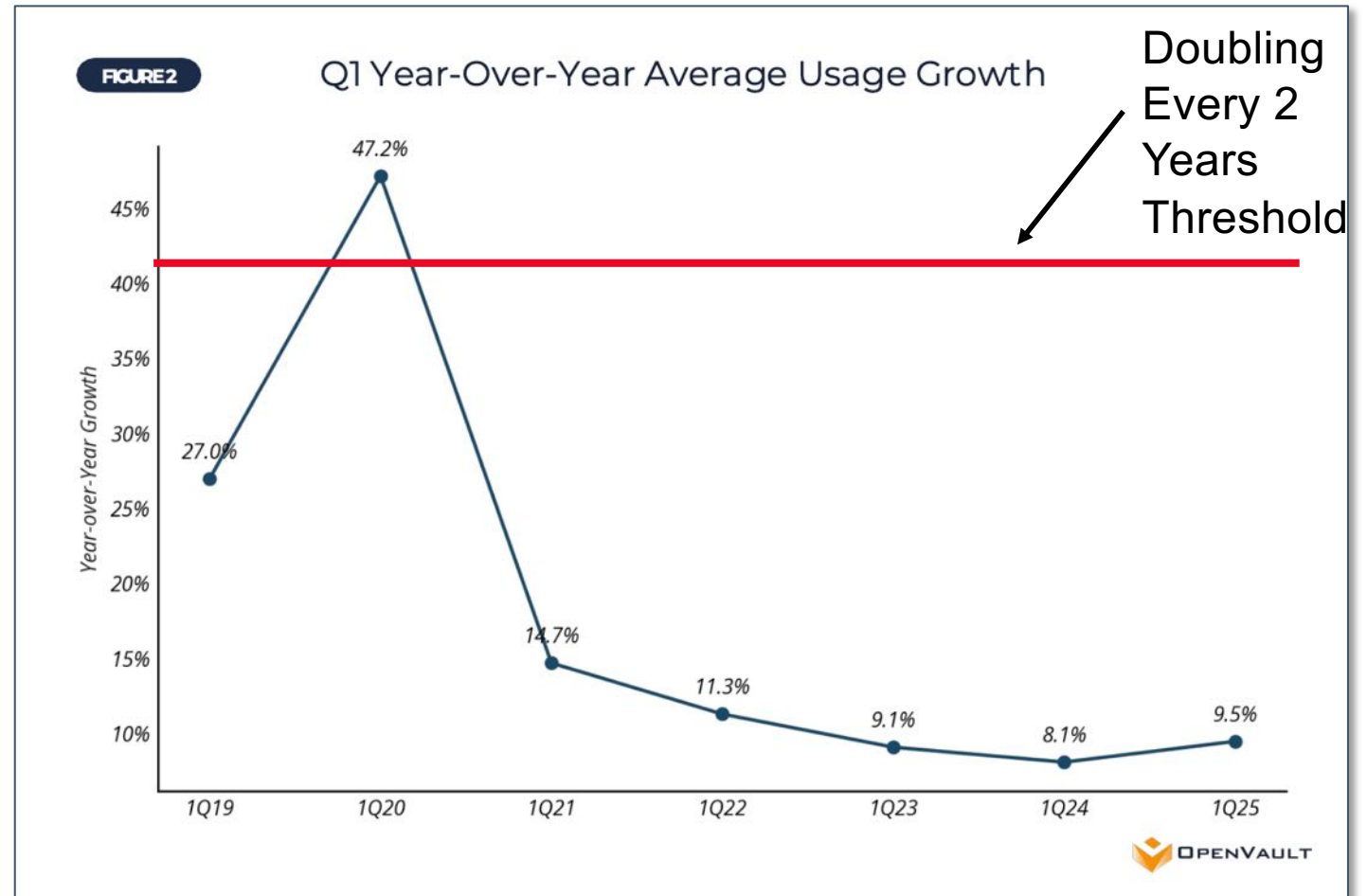
Doubling
Every 2
Years
Threshold

Source: Ericsson Mobility Visualizer, <https://www.ericsson.com/en/reports-and-papers/mobility-report/mobility-visualizer>

Demand doubling myth

Looking for more evidence

- OpenVault shows 9.5% growth in average broadband usage Q1 2024-Q1 2025
 - Broadband usage $\neq$ subsea capacity



Source: OpenVault

- AT&T cites 30% growth 2020-23
 - AT&T's network ≠ subsea capacity

Thousands of customers added daily to AT&T's standalone 5G

Over the last three years, our network has seen an annual 30% increase* in traffic. This is the direct result of the pace of innovation and the changing needs of how people integrate technology into their everyday life. Our network is the new killer app and it's paving the way for what's next.

Source: AT&T, <https://about.att.com/blogs/2023/network-ready.html>

- Cogent Q1'25 earnings call cites 8% annual growth
 - Cogent's network ≠ subsea capacity

IPv4 revenue per address for the quarter was \$0.49. On churn, our on net monthly churn rate was 1.4% and off net monthly churn rate was 2.2%. Our network traffic was flat sequentially for the quarter, but increased 8% year over year. Foreign currency comments

Source: Cogent, https://www.cogentco.com/files/docs/about_cogent/investor_relations/reports/1st_Qtr_2025_Transcript.pdf

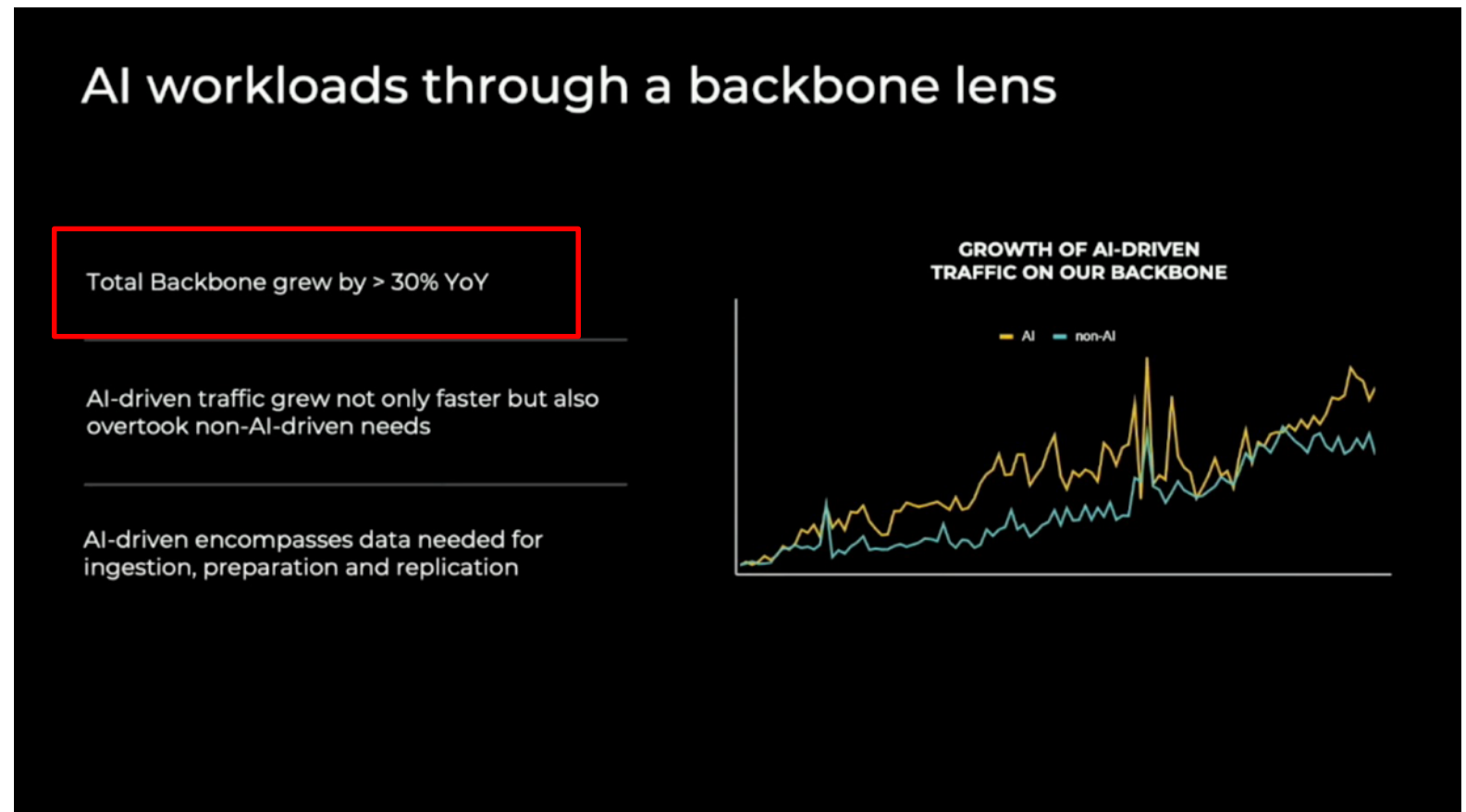
- “In terms of traffic growth, it is growing very slowly – at rates that we haven't seen in the 25-plus years we've been in this business. So it's growing very, very slow,” — Akamai CFO Ed McGowan, Q3 2024 Earnings call
 - What is “very, very slow”?
 - Not subsea-specific

Layoffs and bankruptcies: A historic traffic slowdown shakes CDN industry

Fastly, Akamai and Edgio are working to navigate a dramatic slowdown in Internet traffic. They're doing so via a mixture of investments, layoffs, restructurings and bankruptcies.

Source: <https://www.lightreading.com/the-edge-network/layoffs-and-bankruptcies-a-historic-traffic-slowdown-shakes-cdn-industry>

- Meta (September 2024)
 - Total backbone grew by >30% YoY
 - Not subsea-specific
 - Magnitude of “>” unknown



Source: Meta, AI Impact on the Backbone, Networking @Scale 2024

- Google (April 2025)
 - WAN bandwidth – 7x 2020-25 (= 47.6% CAGR)
 - Not subsea-specific

Google's AI-powered next-generation global network: Built for the Gemini era

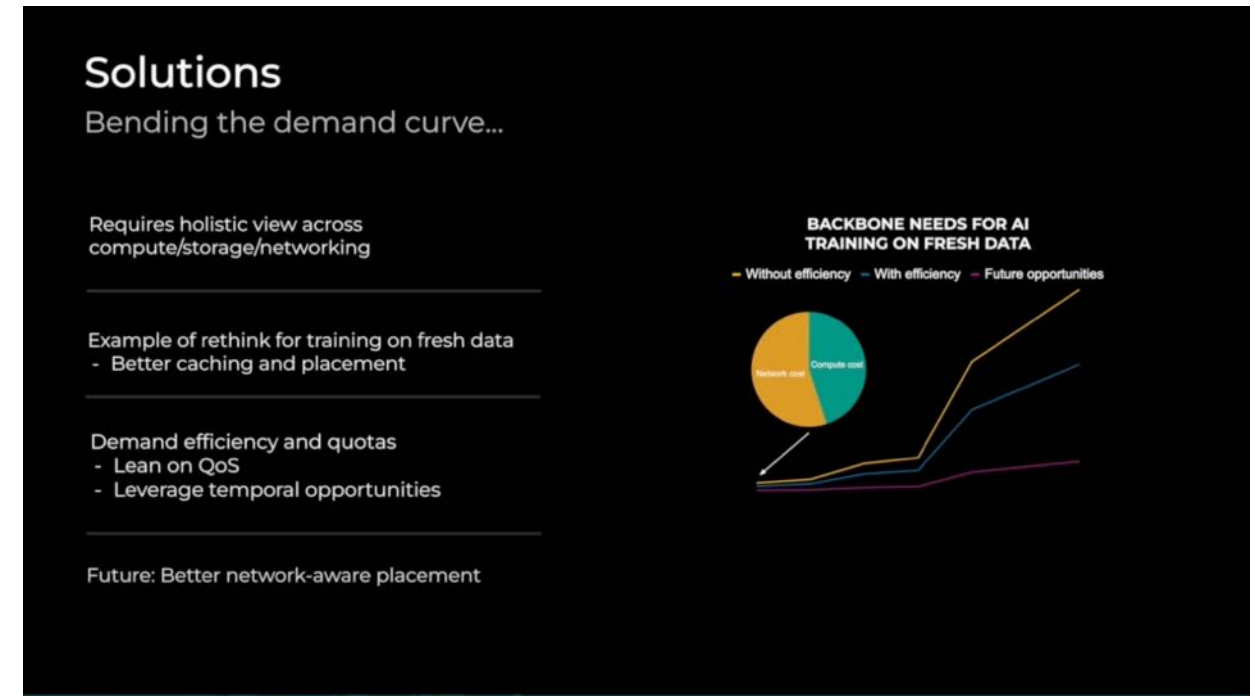
April 9, 2025

the *number of shards* in the network. This allows for swift and substantial WAN bandwidth growth to support AI infrastructure demands. In fact, from 2020 to 2025, our WAN bandwidth grew a whopping **7x**.

Source: <https://cloud.google.com/blog/products/networking/google-global-network-principles-and-innovations>

Reasons the pace of demand growth has slowed

- Continued localization of content, applications, and compute
- Submarine cable delays
- Phase of network buildout
 - New market entry drives rapid capacity growth as operators overbuild to accommodate uncertain demand
 - Once sufficient scale and diversity is achieved, the pace of growth tends to slow



Source: Meta, AI Impact on the Backbone, Networking @Scale 2024

Demand doubling myth

- The Myth: The demand for submarine cable capacity is doubling every 2 years.
- Conclusion: Demand growth on most subsea routes appears to have slowed to less than 41% annually, which is less than the threshold for doubling ever 2 years.
- Status:



BUSTED



Content provider investment myth

- The Myth: Content providers account for the majority of investment in new cables
- Conclusion:
- Status:

Content provider investment myth

Look at the original findings

- We did this one in 2019

Content Provider Investment Myth



- The Myth: content providers are the biggest investors in new submarine cables.
- Conclusion: not for new cable construction yet, but are likely the largest when factoring in SLTE and other capacity purchases.
- Status:



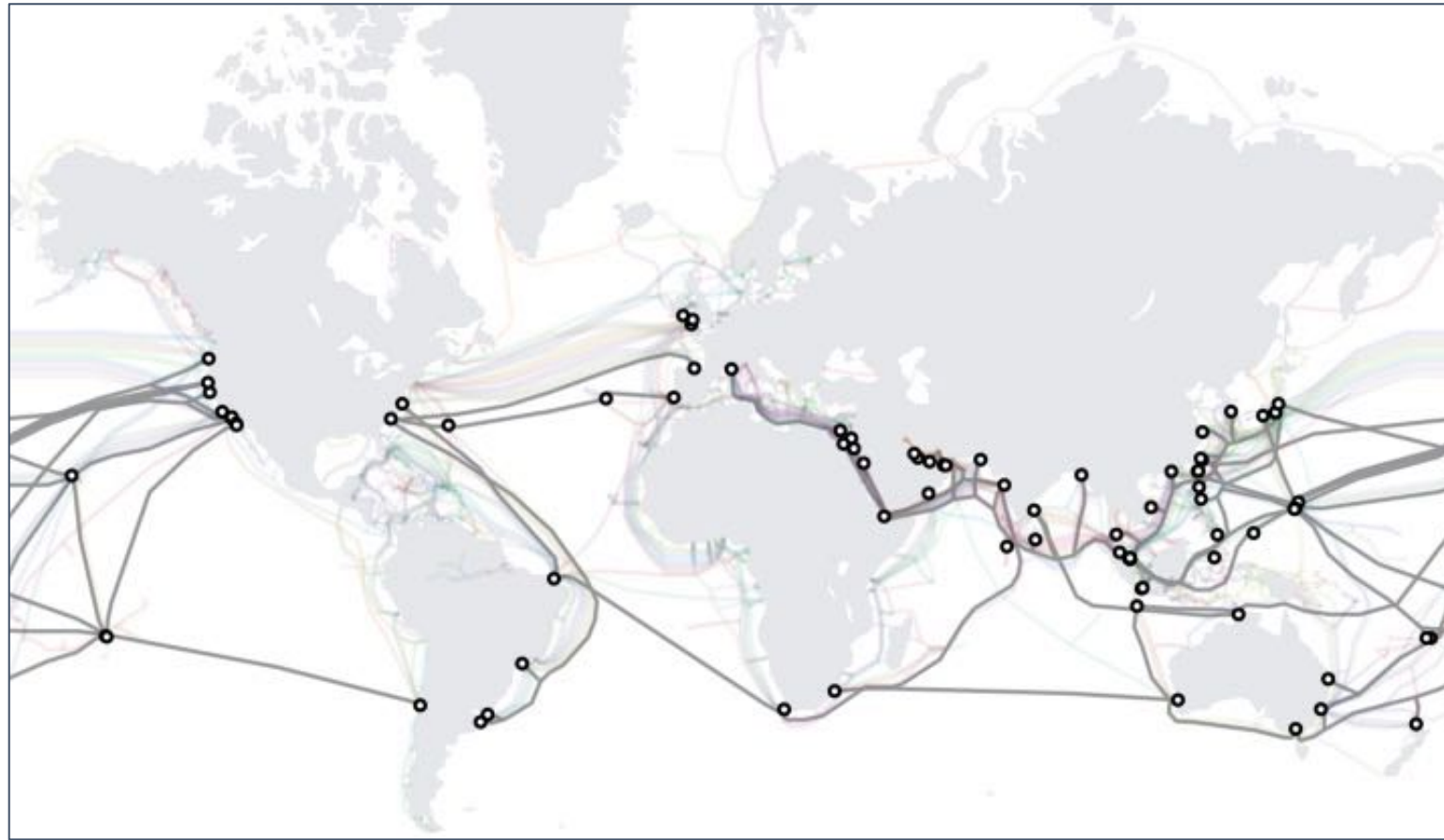
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Slide 44

Content provider investment myth

Many planned cables involve content providers

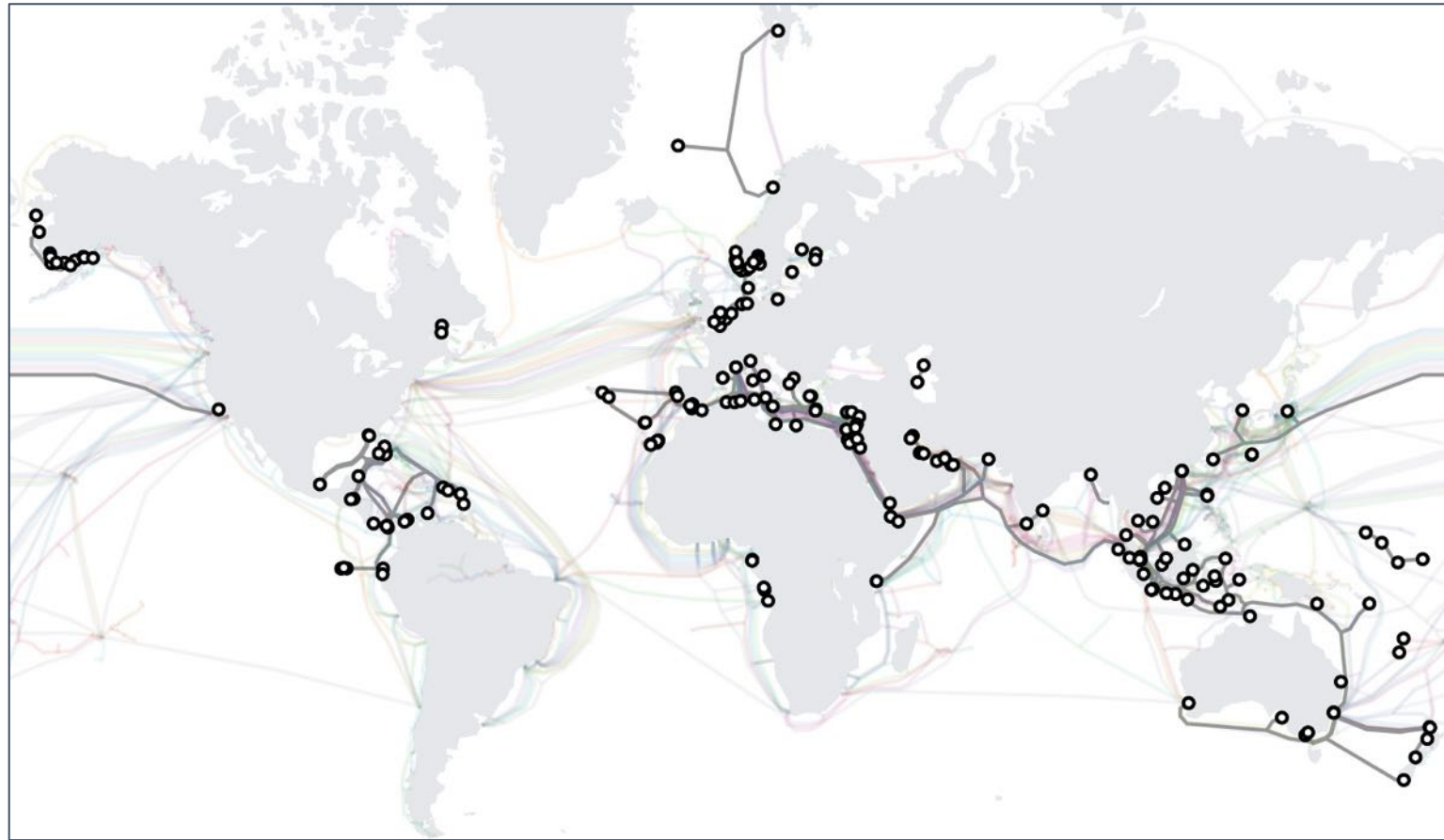
Planned Cables, 2025-2028 with Disclosed Content Provider Involvement



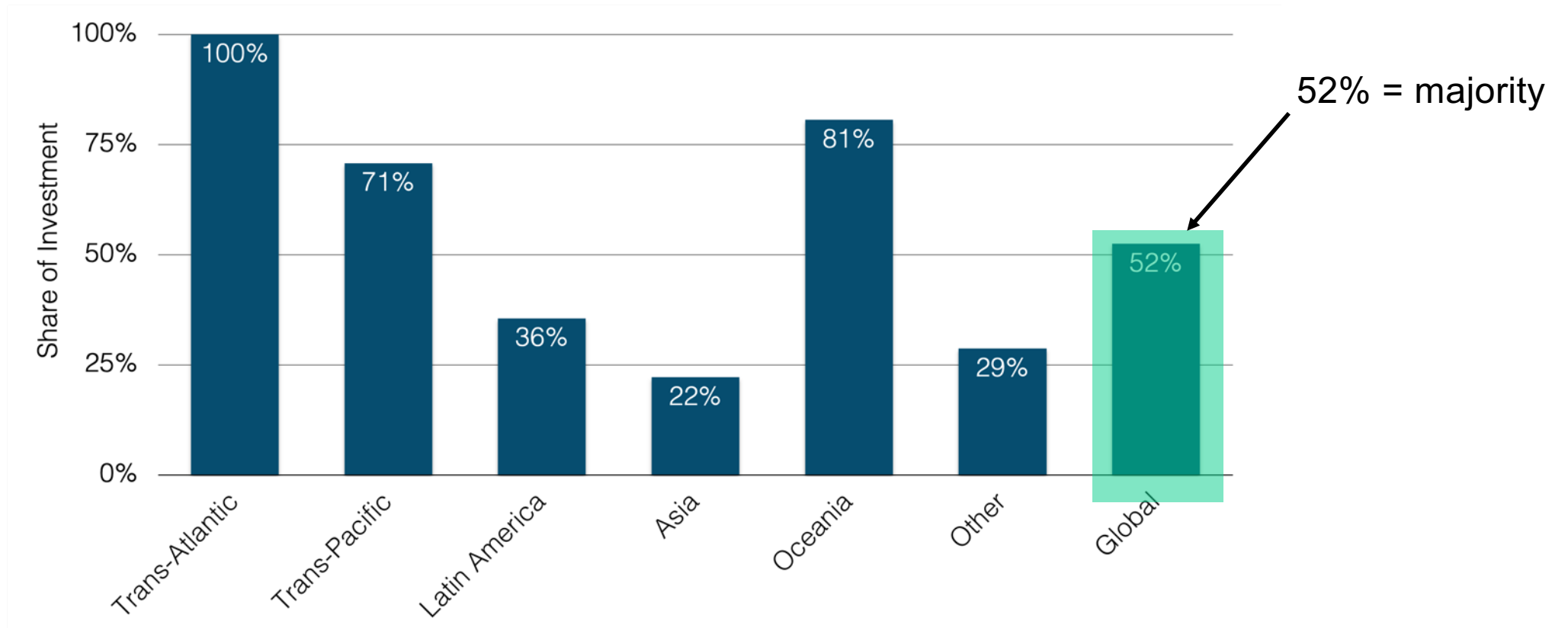
Content provider investment myth

Not all planned cables involve content providers (at least publicly)

Planned Cables, 2025-2028 without Disclosed Content Provider Involvement



Share of Content Provider Investment in New Cables, 2025-2028



Source: TeleGeography

Notes: Data reflects the estimated share of investment on new cables entering service in each range on cables where at least one content provider is publicly known to be an investor. Content provider purchases of fiber pairs, spectrum, and capacity on other cables is not shown.

Content provider investment myth

- The Myth: Content providers account for the majority of investment in new cables
- Conclusion: Content providers account for just over 50% of publicly-announced cable investments for 2025-2028.
- Status:

CONFIRMED



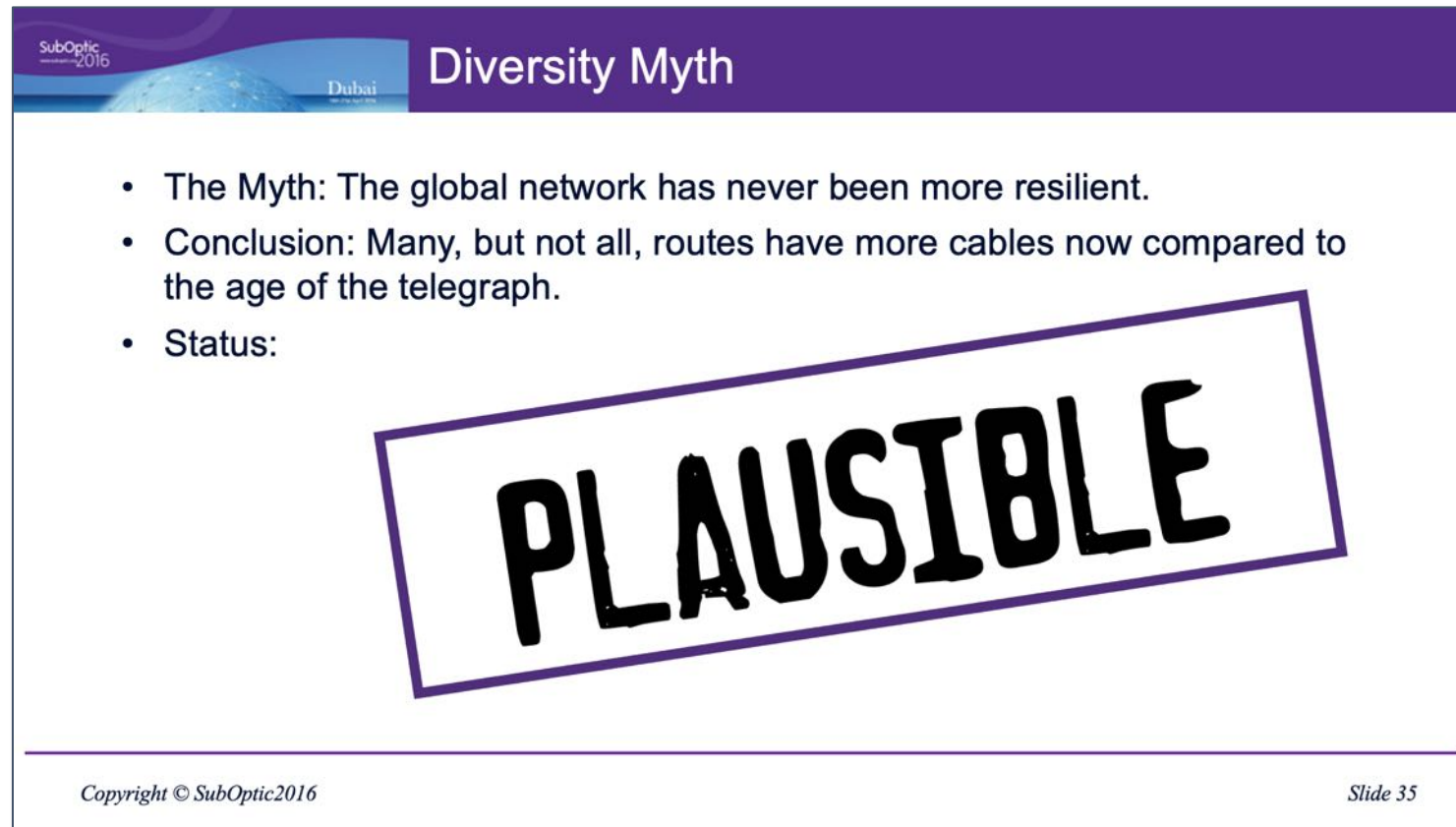
Resiliency myth

- The Myth: The global network has never been more resilient
- Conclusion:
- Status:

Resiliency myth

Look at the original findings

- We did this one in 2016



SubOptic 2016
Dubai

Diversity Myth

- The Myth: The global network has never been more resilient.
- Conclusion: Many, but not all, routes have more cables now compared to the age of the telegraph.
- Status:

PLAUSIBLE

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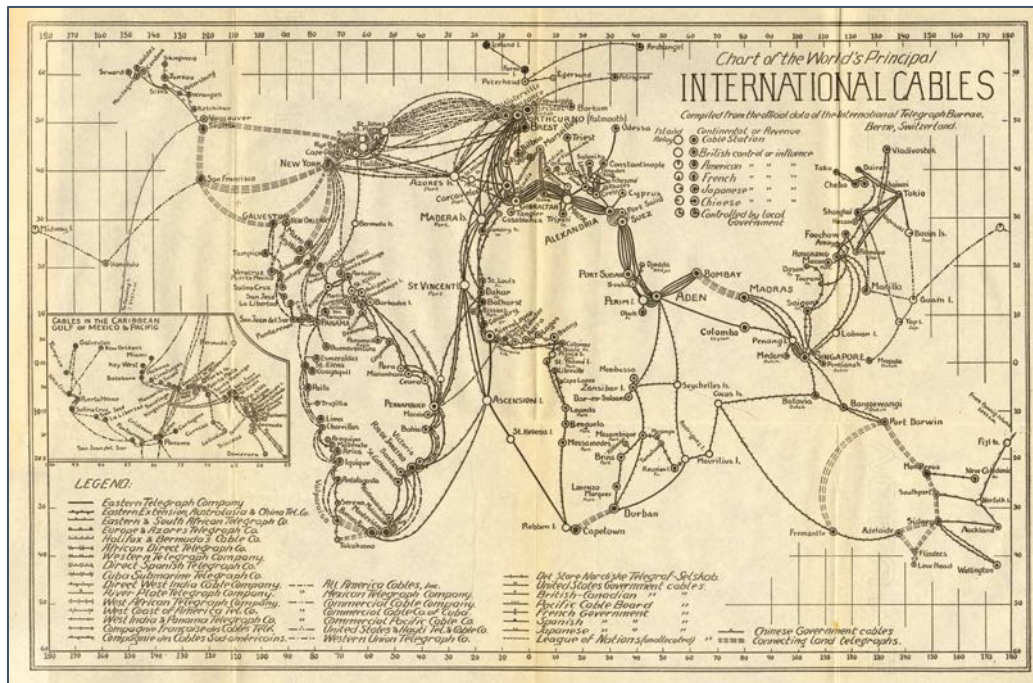
Slide 35

Resiliency myth

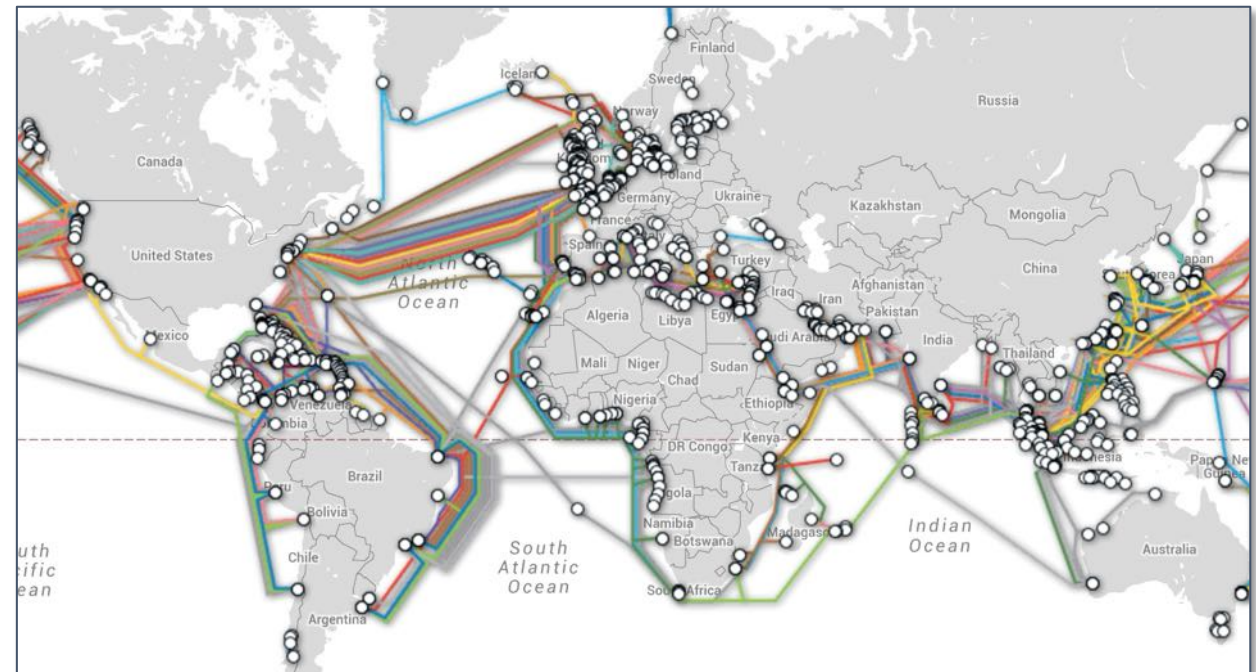
Old methodology

- Do we have more cables than we did 90 years ago compared to telegraph cables?

1926



2016



Resiliency myth

New methodology

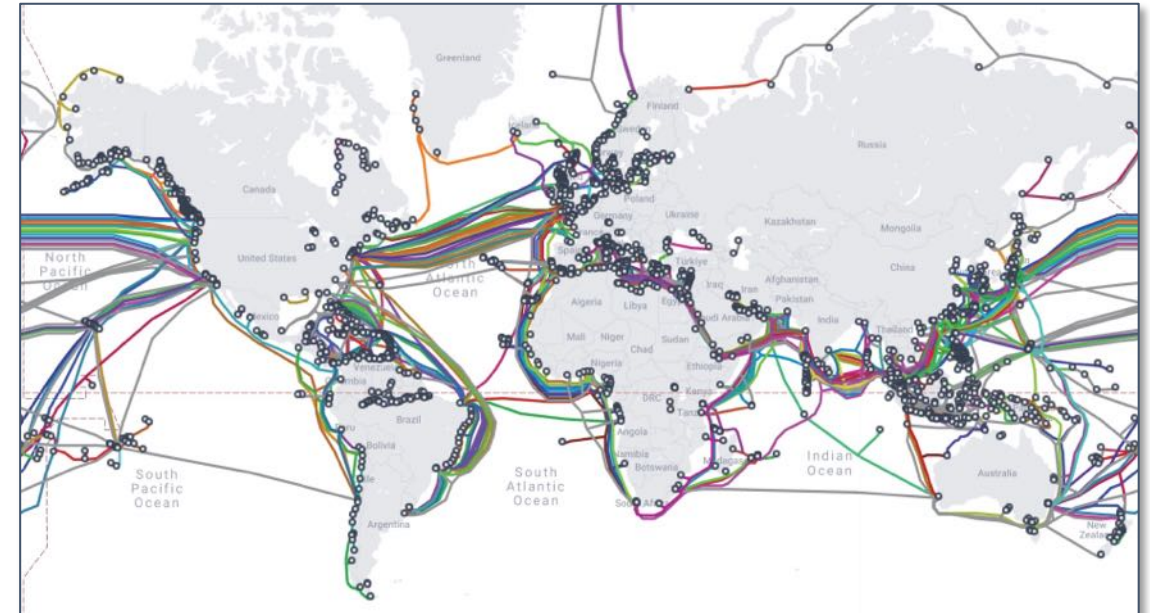
- Do we have more cables between continents than we did 29 years ago?

1996



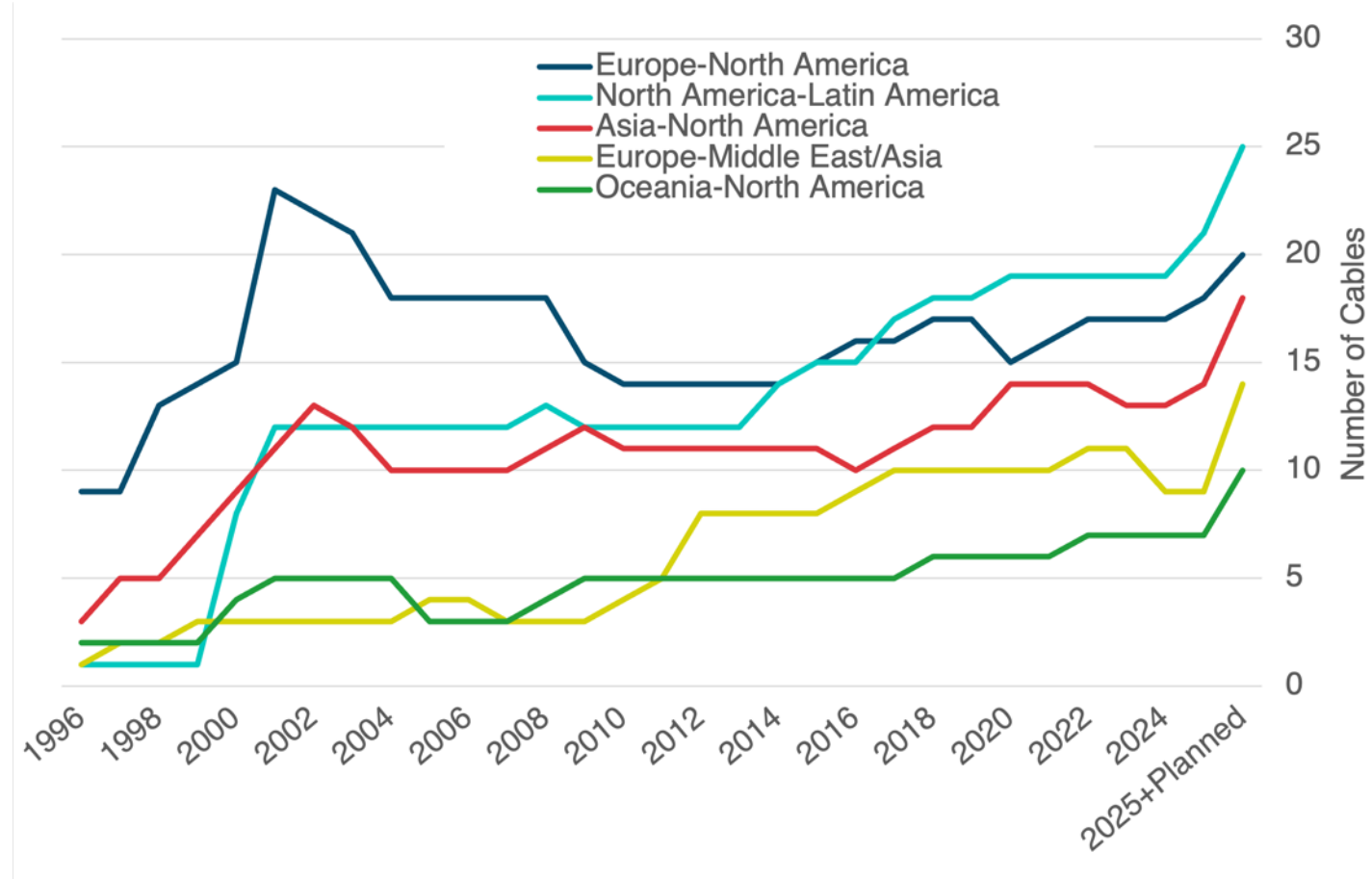
Source: TeleGeography, <https://telecommunications-map-of-the-world-1996.telegeography.com/>

2025



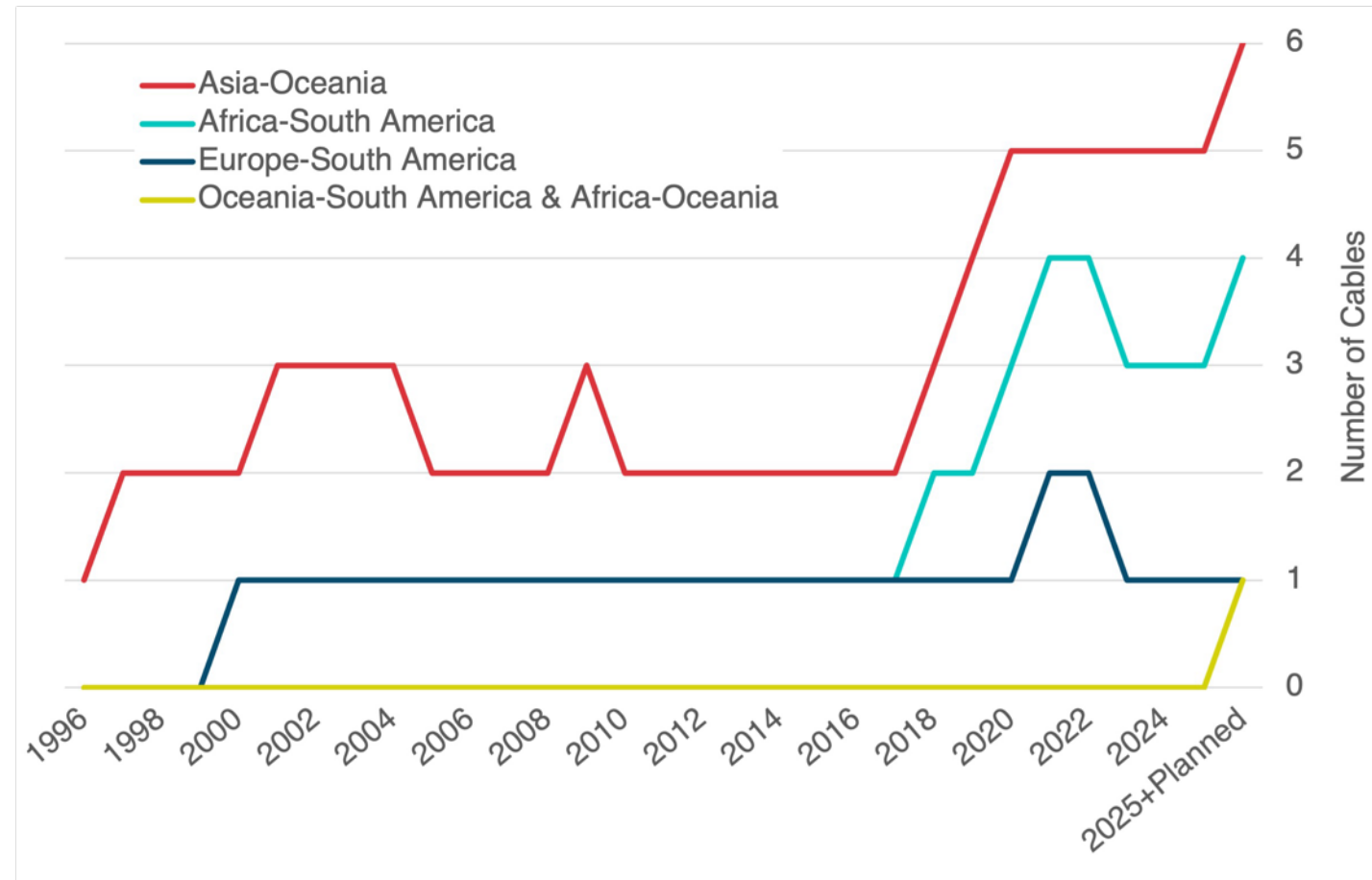
Source: TeleGeography, <https://submarinecablemap.com>

Number of Cables for Major Routes



Source: TeleGeography

Number of Cables for Minor Routes



Source: TeleGeography

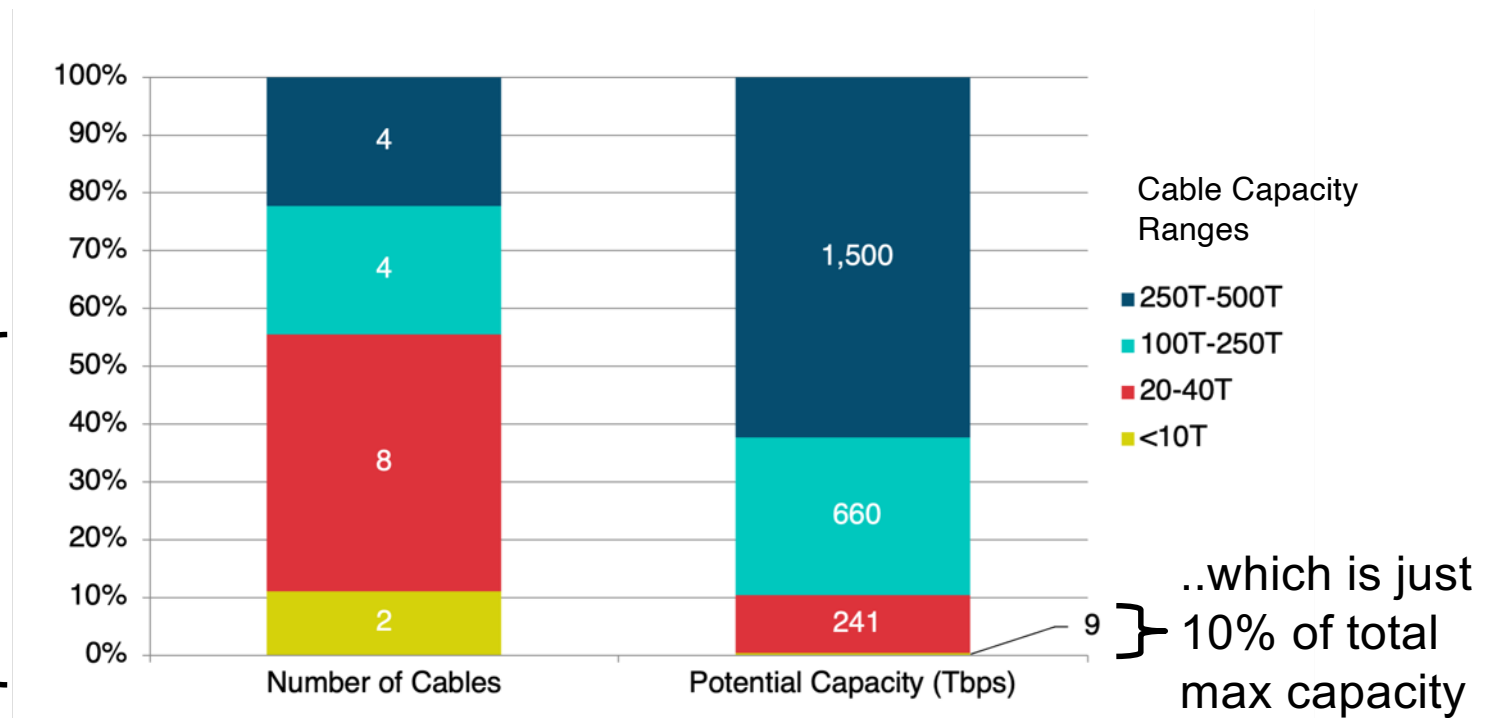
Resiliency myth

Capacity matters too

- Capacity per cable matters a lot, not just the number of cables

10 cables (56%) have max capacities $\geq 40T$

Trans-Atlantic: Number of Cables and Potential Capacity, 2025



Source: TeleGeography

Resiliency myth

- The Myth: The global network has never been more resilient
- Conclusion: More cables than ever on most routes with several new interregional routes under development. Resiliency is also an issue of capacity per path.
- Status:

PLAUSIBLE



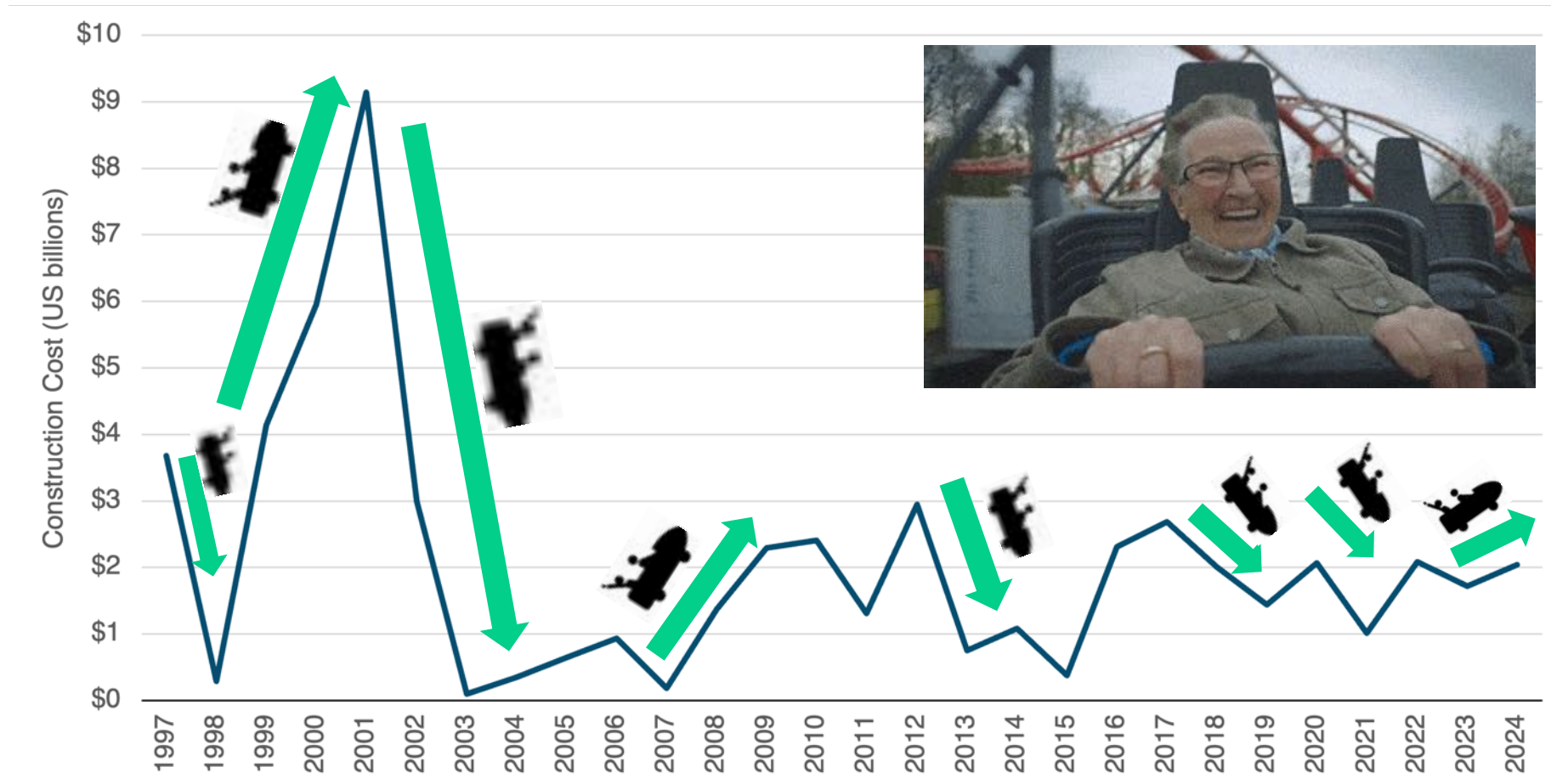
Cyclical myth

- The Myth: The submarine cable market is cyclical
- Conclusion:
- Status:

Cyclical myth

Origin of the myth

Investment in New Submarine Cables, 1997-2024



Actual
footage of
a sub cable
industry
veteran

Source: TeleGeography

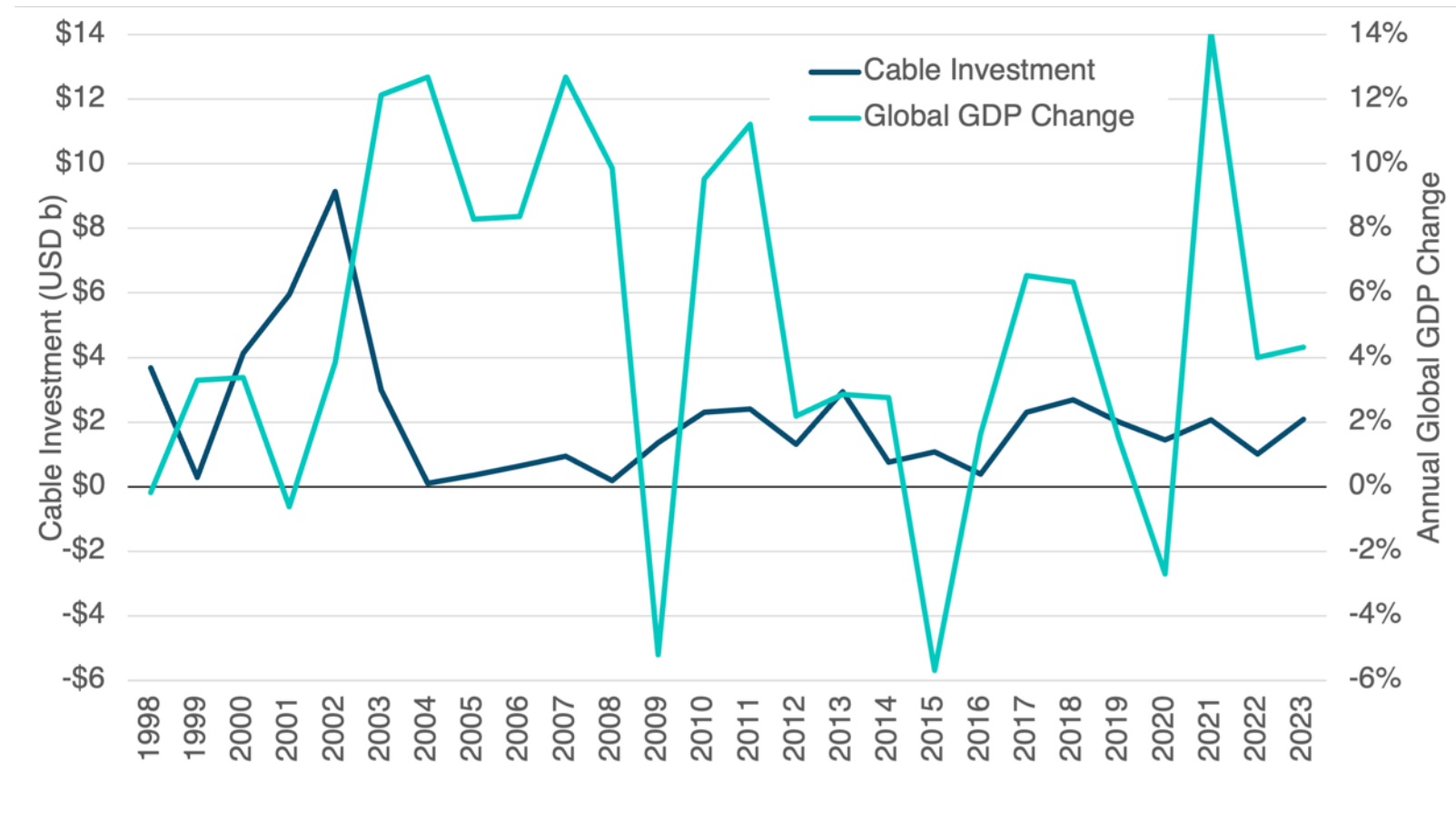
- Traits of classically cyclical industries
 - Heavily influenced by broader economic conditions.
 - E.g. automobiles, financial services, home construction
 - Discretionary, not necessary, products or services
 - E.g. luxury goods, tourism
- Cyclical patterns have an irregular frequency and duration
 - Not seasonal (e.g. quarterly or annual)

Requires
investigation



World Change in GDP and New Cable Investment, 1998-2023

- No clear correlation is evident between annual cable investment levels and global recessions or expansions.

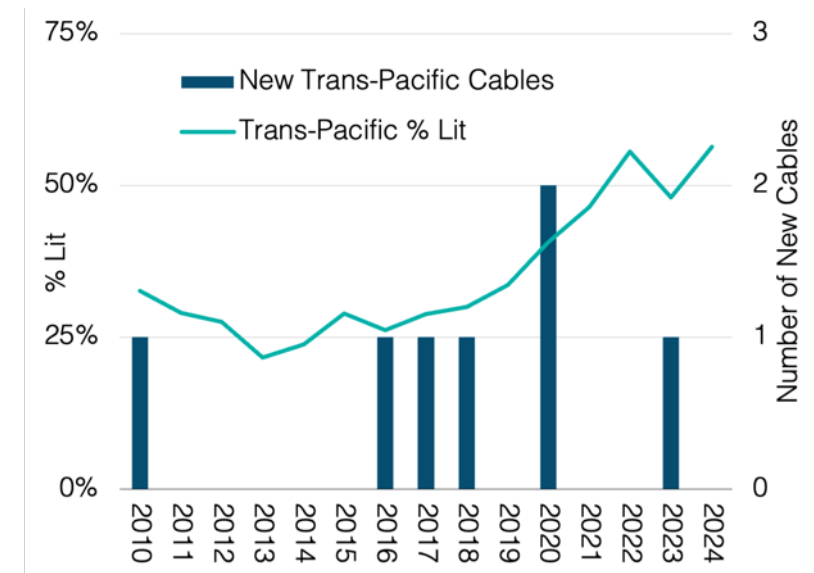
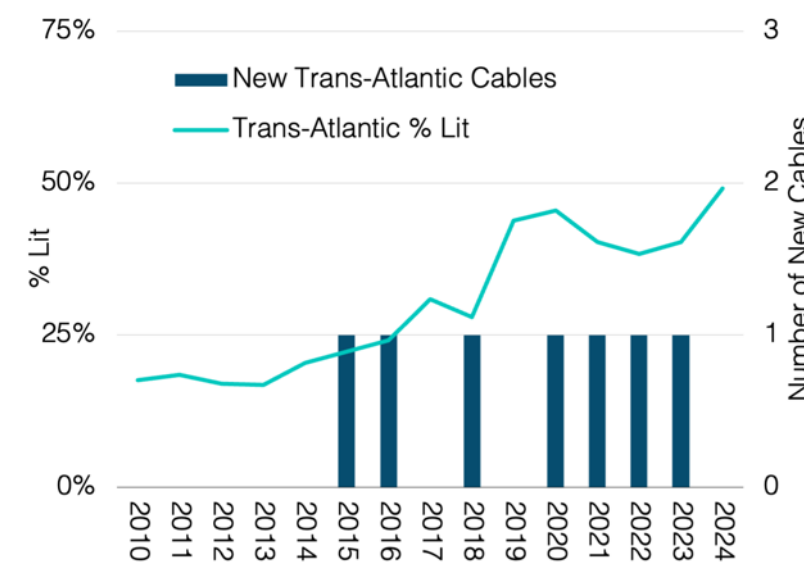


Source: TeleGeography, World Bank

But is there a boom/bust cycle tied to demand-supply?

- Does an oversupply/undersupply of bandwidth drive new cables?
 - Not really
- Many factors drive new builds:
 - Availability of fiber pairs
 - Ownership economics
 - Competition/strategy
 - Diversity

New Cables and % Lit, Trans-Atlantic and Trans-Pacific

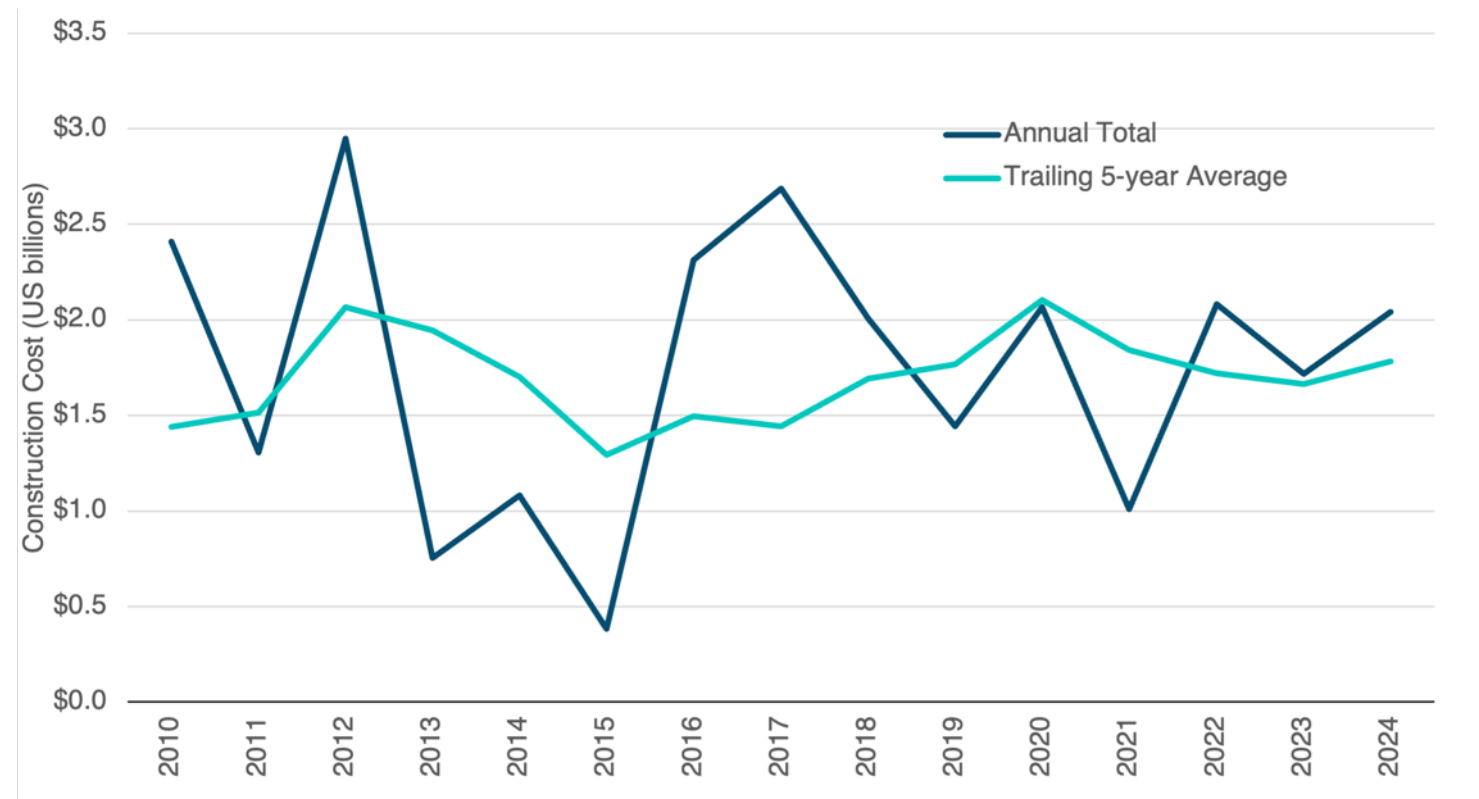


Source: TeleGeography

Annual investment is lumpy, not cyclical

- Long, variable lead times for projects and frequent delays
 - Hard to infer too much about a single year's figure
- 2010-2024 – trailing 5-year average ranges from ~\$1.5b-\$2b/year

Investment in New Submarine Cables, 2010-2024,
Annual vs Trailing 5-year Average

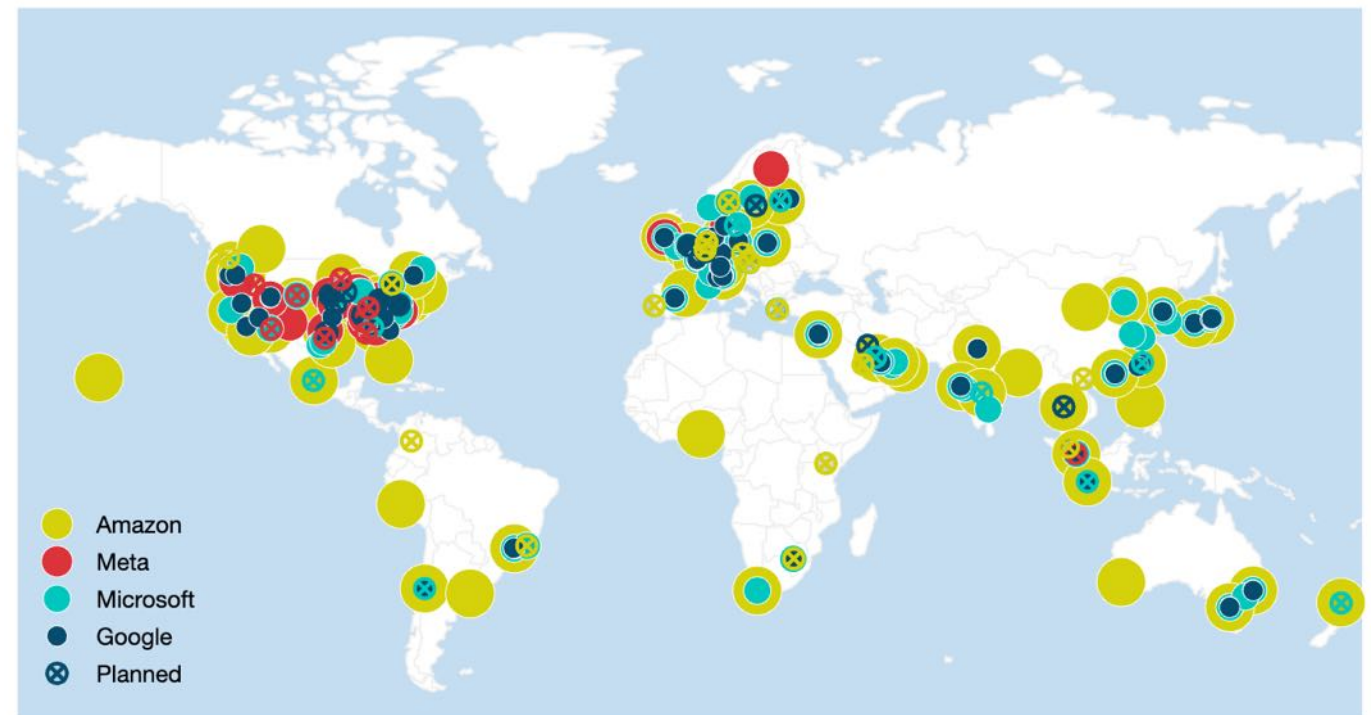


Source: TeleGeography

- Direct correlation between cable investment and the largest bandwidth consumers
- Bandwidth demand growth moderation
 - Less need for speculative building when demand growth is not surging at as rapid of pace. (apparently demand is not 2x every 2 years anymore)
- Early 2000s were an odd period: it skews the data and scarred the industry's consciousness
 - Unlikely to rapidly deploy speculative cables at that rate again
 - Trans-Atlantic: 8 cables entered service in 2001 alone!

- Subsea demand is increasingly DC-to-DC focused
 - Impact of power availability on data center locations
- AI impact not totally clear
 - How distributed will model training or inference be?
- Geopolitical and regulatory factors
 - Permitting challenges, China-US tensions, data residency/sovereignty, export controls for GPUs

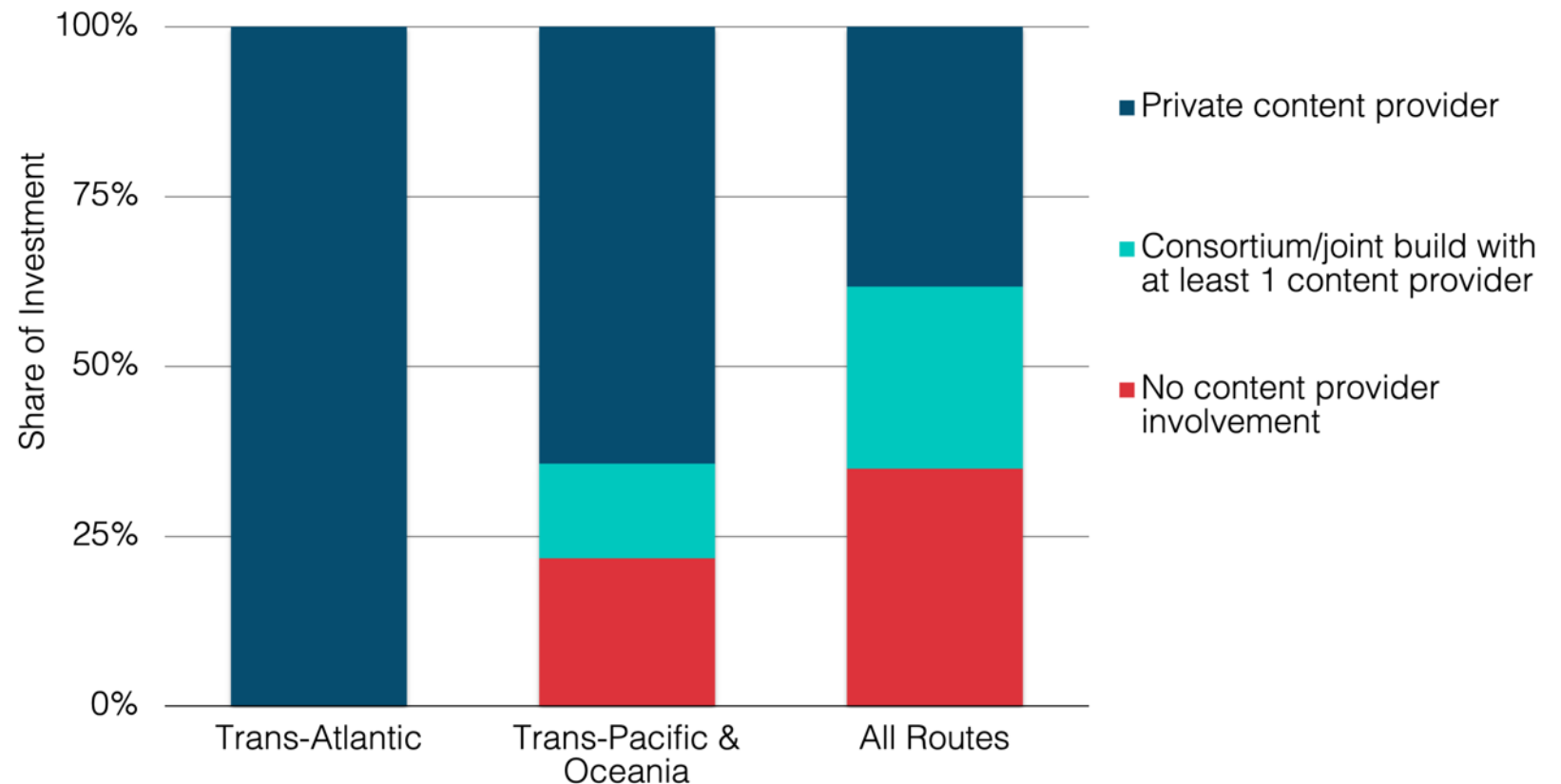
Select Proprietary and Cloud Region Data Centers



Source: TeleGeography

- Market structure risk
 - Oligopsony = small number of buyers controls a large share of the market
 - Changes in investment strategy or network topology by content providers would have a major impact on new cable demand

New Cable Investment by Cable Type, 2024-2027



Source: TeleGeography

Cyclical myth

- The Myth: The submarine cable market is cyclical
- Conclusion: Investment in new submarine cables fluctuates annually, but a boom/bust cycle does not seem to be a near-term risk.
- Status:



BUSTED



China/U.S. network disconnect myth

- The Myth: Geopolitical conflict between China and the U.S. has caused the two countries' networks to disconnect.
- Conclusion: ???
- Status: ???

Let's look at the original findings

- We did this one in just two years ago

China/U.S. network disconnect myth



- The Myth: Geopolitical conflict between China and the U.S. has caused the two countries' networks to disconnect.
- Conclusion: Tensions no longer allow for new end-to-end submarine cable connections. But, to date, overall network connectivity has been unchanged.
- Status:

BUSTED

China/U.S. network disconnect myth

Recent U.S. Congressional testimony

U.S. SENATE COMMITTEE ON THE
JUDICIARY

ABOUT

COMMITTEE ACTIVITY

NOMINATIONS

LATEST NEWS

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SUBCOMMITTEE ON CRIME AND COUNTERTERRORISM

A Time for Truth: Oversight of Meta's Foreign Relations and Representations to the United States Congress



Recent U.S. Congressional testimony: “physical pipeline”

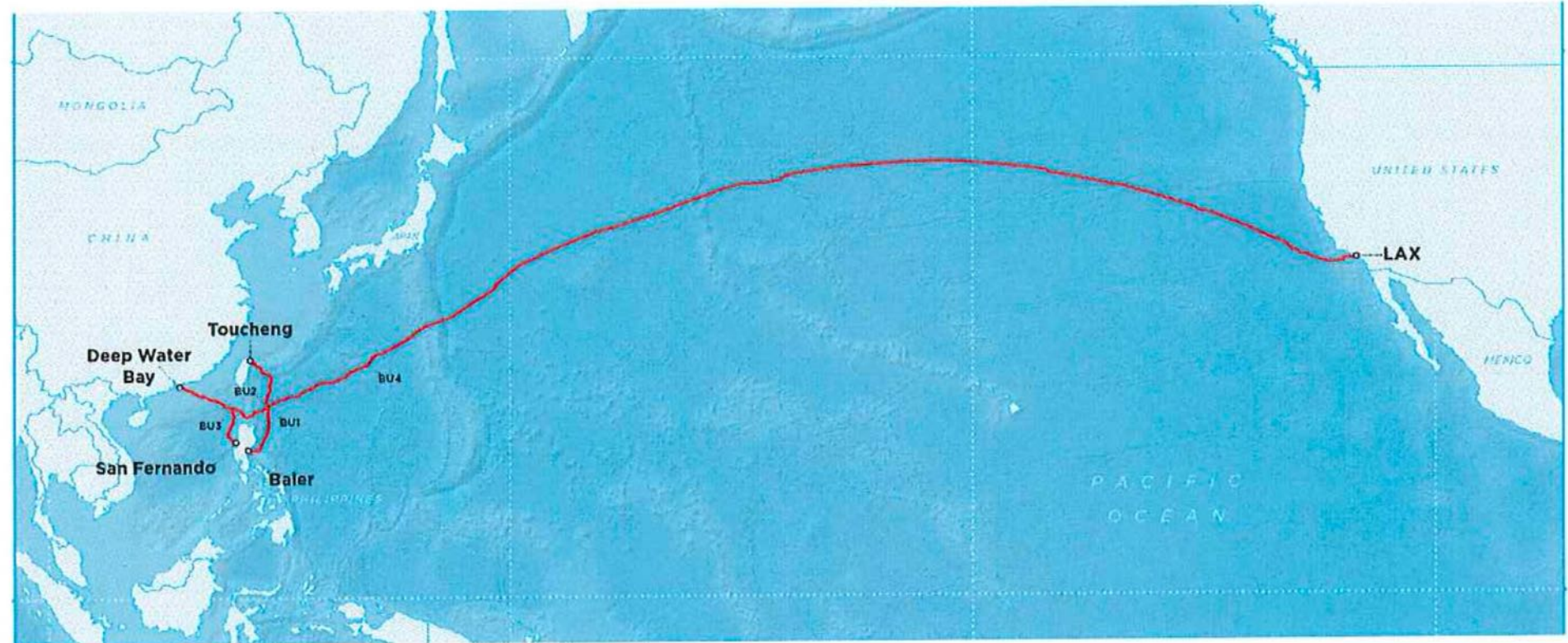
Facebook’s secret mission to get into China was called “Project Aldrin” and was restricted to need-to-know staff. There was no bridge too far. Meta built a physical pipeline connecting the United States and China. Meta executives ignored warnings that this would provide backdoor access to the Chinese Communist Party, allowing them to intercept the personal data and private messages of American citizens. The only reason China does not currently have access to US user data through this pipeline is because Congress stepped in.

**Before the
FEDERAL COMMUNICATIONS COMMISSION
Wa**

In the Matter of

GU HOLDINGS INC., EDGE CABLE
HOLDINGS USA, LLC and PACIFIC
DATA COMMUNICATION CO. LTD.

Application for a License to Construct,
and Operate an Undersea Fiber Optic C
Connecting the United States, Hong Kc
Taiwan, and the Philippines



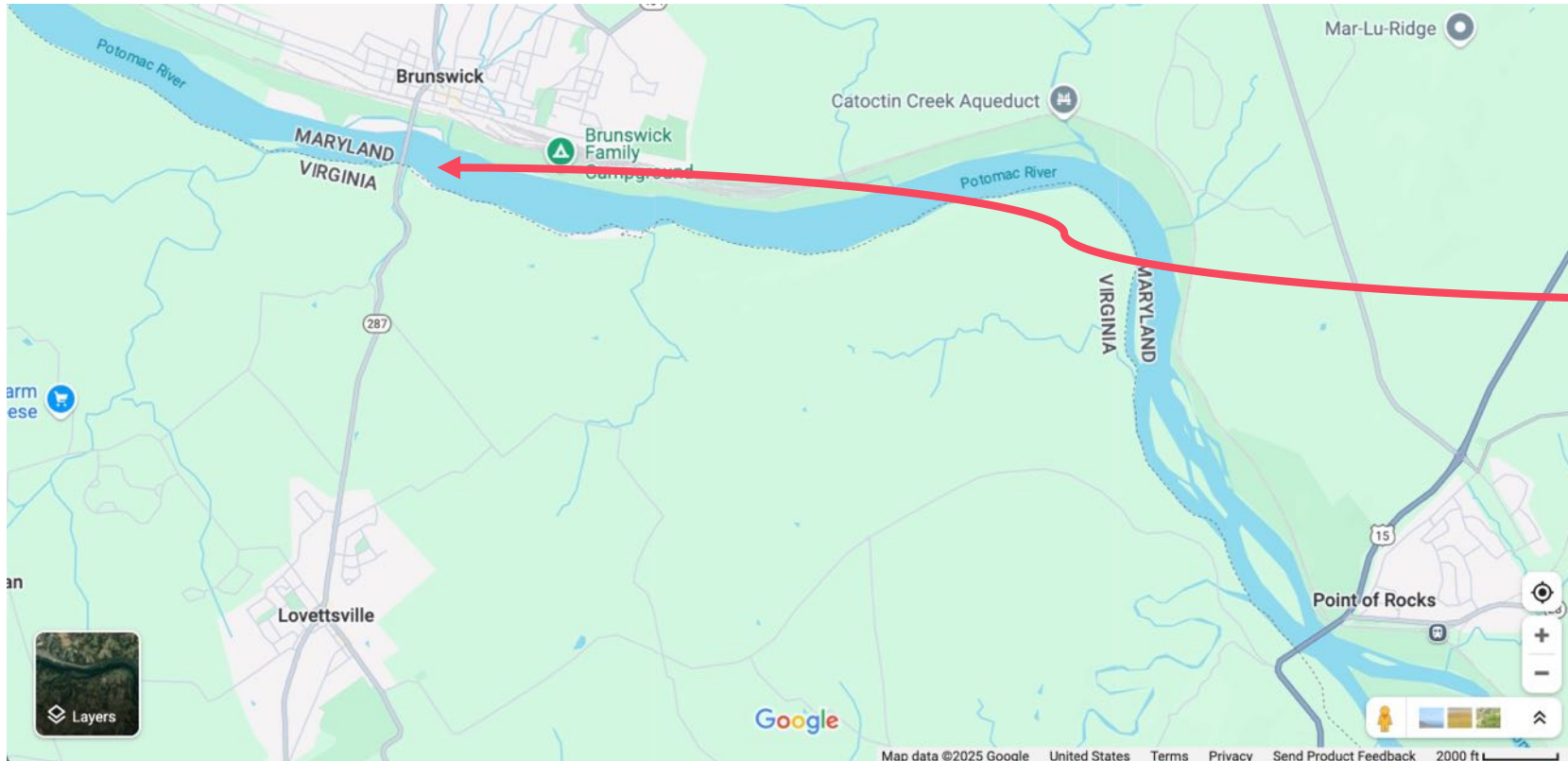
OSI network stack

Layer #	Layer Name	Example
7	Application	End user layer
6	Presentation	
5	Session	
4	Transport	TCP/IP, BGP
3	Network	Packets (IP)
2	Data Link	Ethernet frames
1	Physical	Cables

Actual traffic payloads

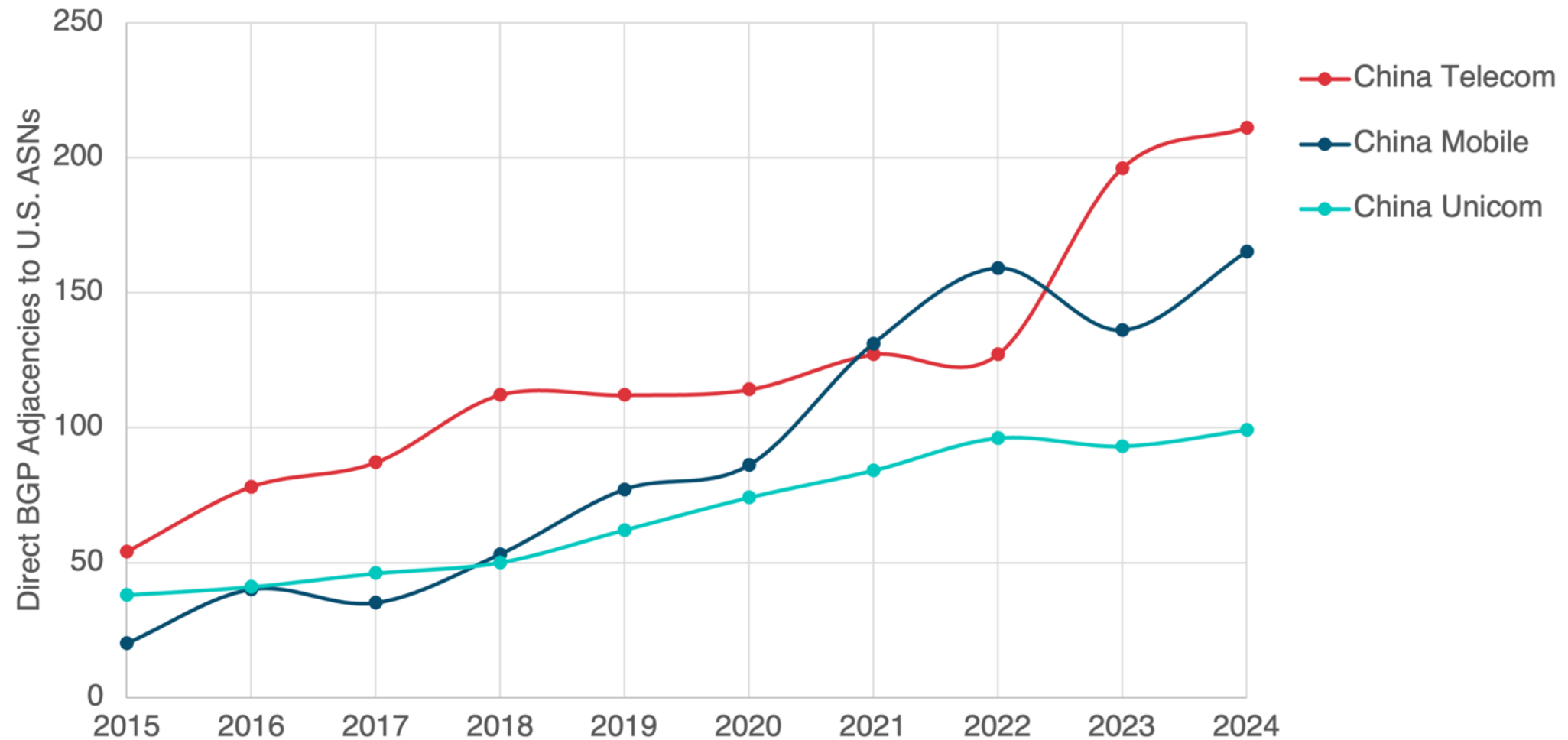
Regulator focus

Unilateral physical disconnection $\neq$ network disconnection



- Your task: deliver a packet from Brunswick to Lovettsville
- What would you do if this bridge went out?
 - You'd probably use your phone's map app to find an alternative route
- Bridges and roads = physical layer
- Map apps = IP routing table
- Parcel delivery services = BGP

Let's start by looking at BGP connections between the 2 countries



China/U.S. network disconnect myth

Physical points of presence



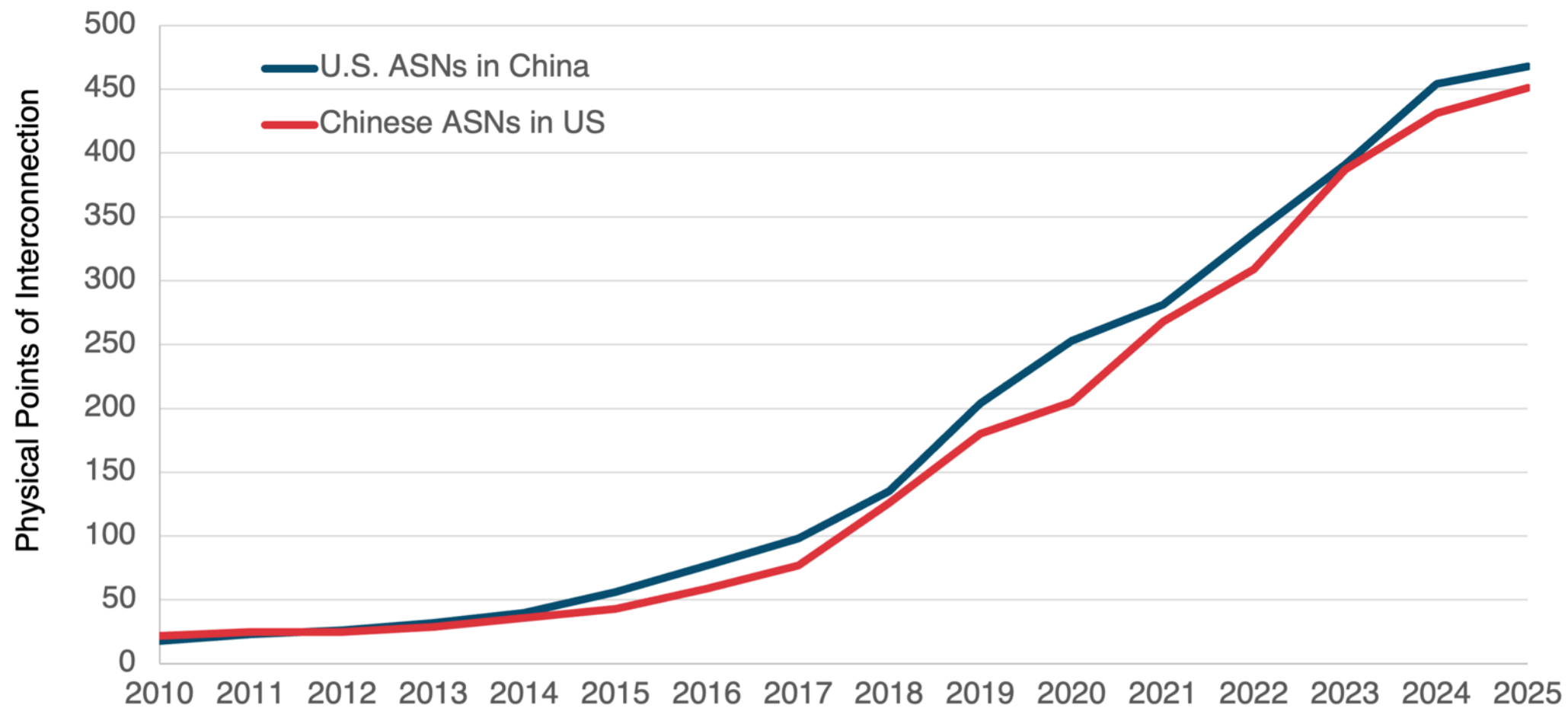
Chinese Networks in Washington, DC Data Centers

ASN	Company
45102	Alibaba
55967	Baidu
58453	China Mobile
4134	China Telecom
132203	Tencent

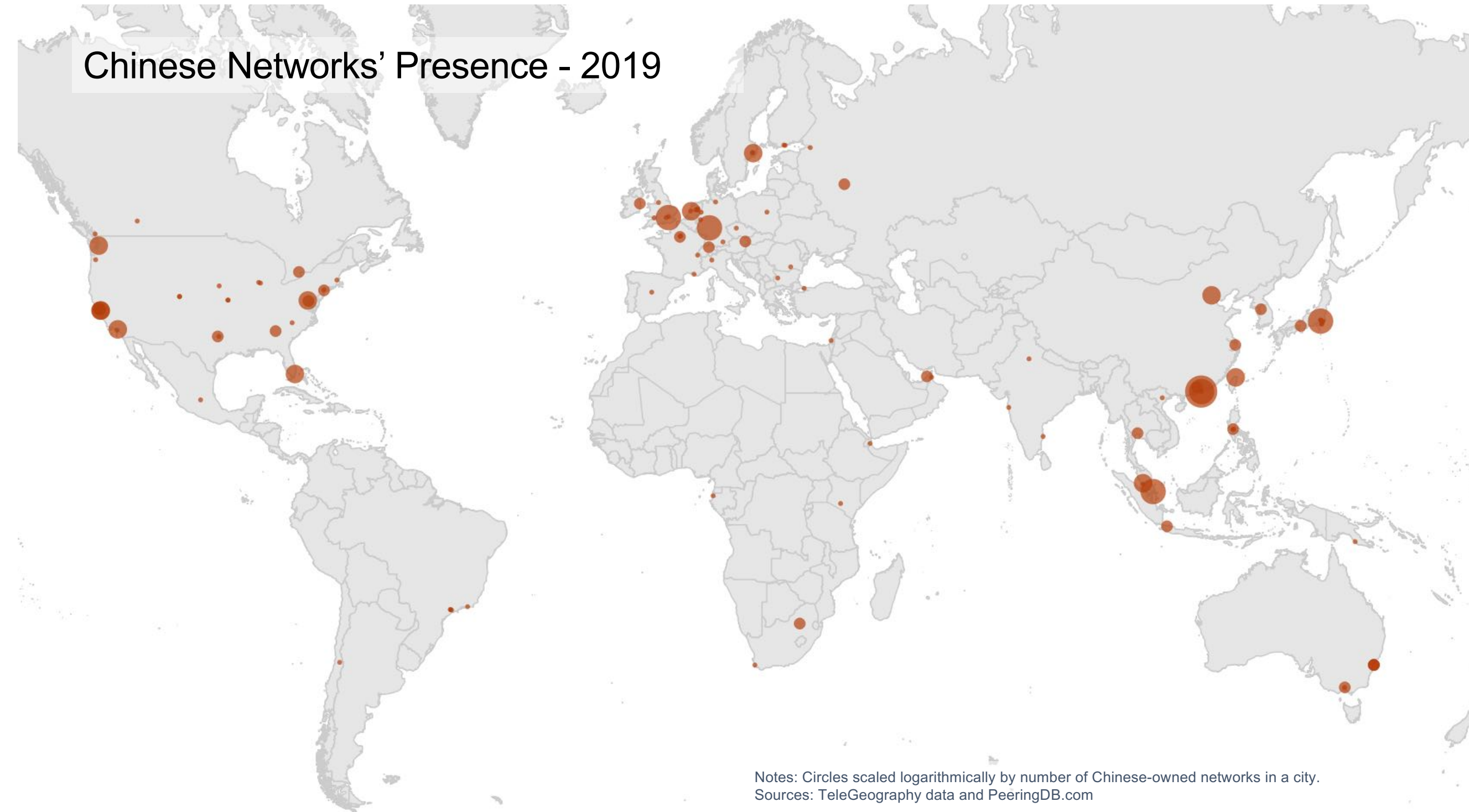
U.S. Networks in Hong Kong Data Centers

ASN	Company
16509	Amazon
714	Apple
7018	AT&T
174	Cogent Communications
36040	Google
6939	Hurricane Electric
8069	Microsoft
2906	Netflix
17012	PayPal
701	Verizon

Physical points of presence

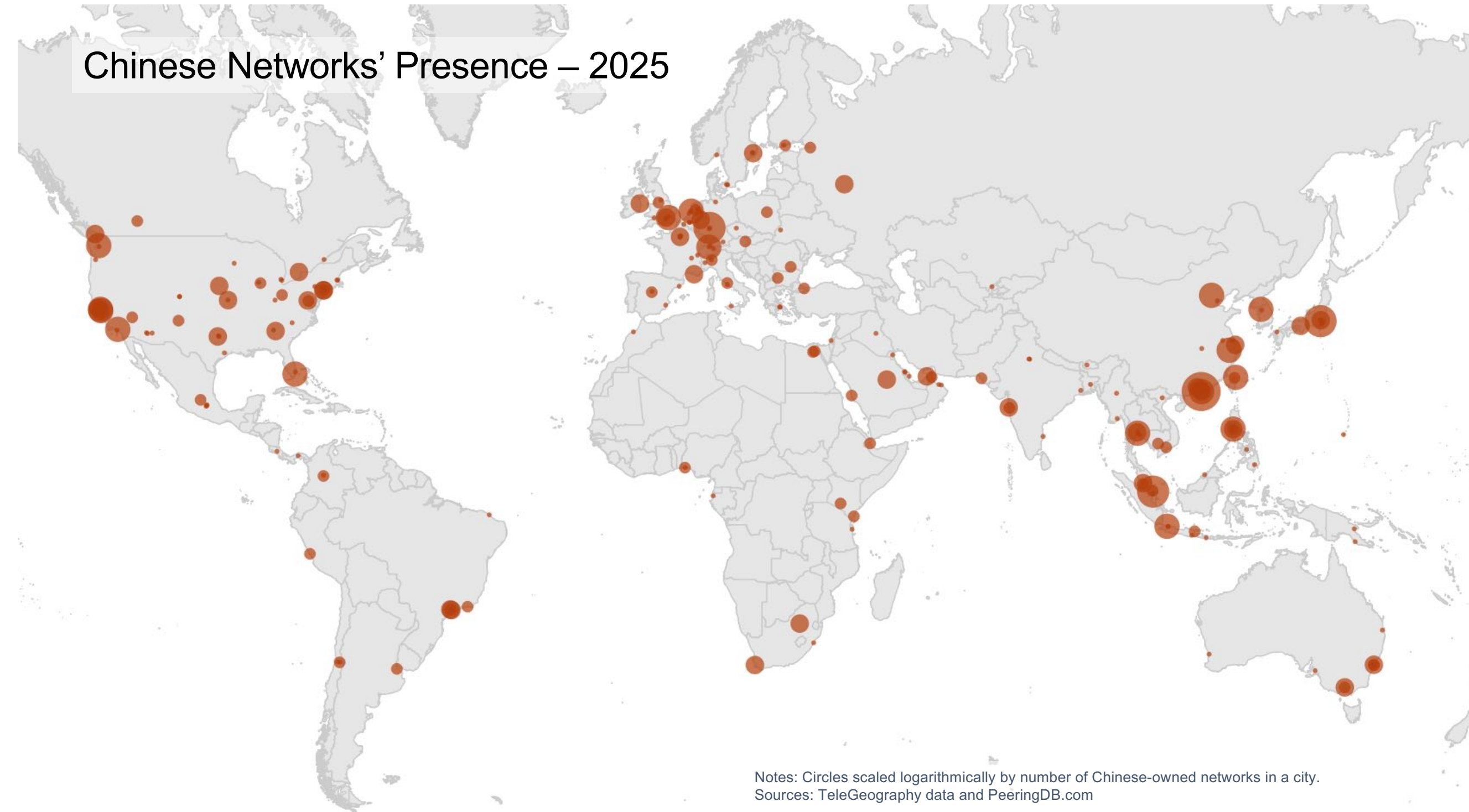


Chinese Networks' Presence - 2019



Notes: Circles scaled logarithmically by number of Chinese-owned networks in a city.
Sources: TeleGeography data and PeeringDB.com

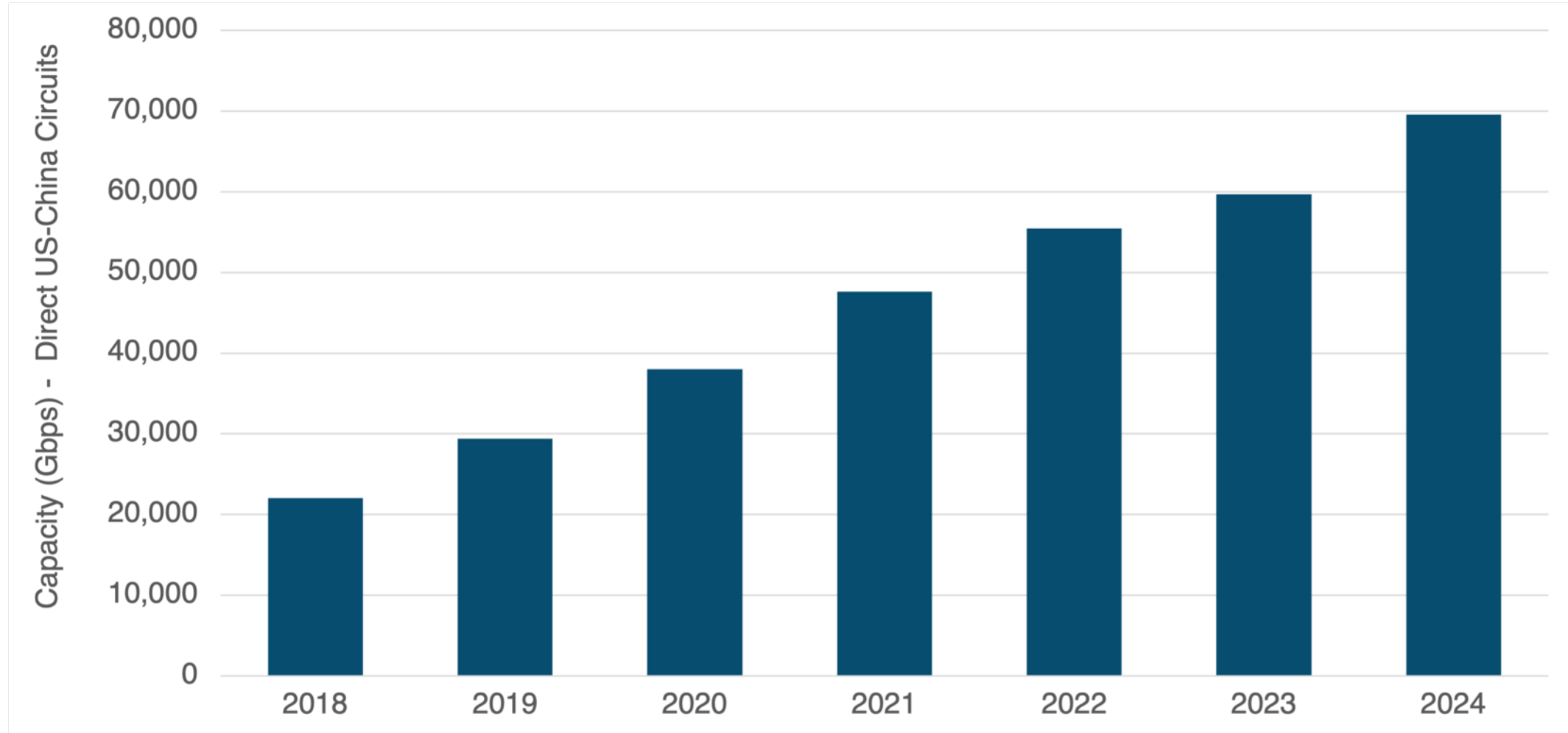
Chinese Networks' Presence – 2025



Notes: Circles scaled logarithmically by number of Chinese-owned networks in a city.
Sources: TeleGeography data and PeeringDB.com

China/U.S. network disconnect myth

Direct China-U.S. circuit capacity



China/U.S. network disconnect myth

- The Myth: Geopolitical conflict between China and the U.S. has caused the two countries' networks to disconnect.
- Conclusion: Despite focus on physical layer disconnection, U.S.-China network connectivity remains robust.
- Status:



BUSTED

Sharks & sabotage myth

ACTS OF SABOTAGE

- The Myth: ~~Sharks~~ are a major source of cable faults.
- Conclusion: ???
- Status: ???

Sharks & sabotage myth

Let's look at the original case



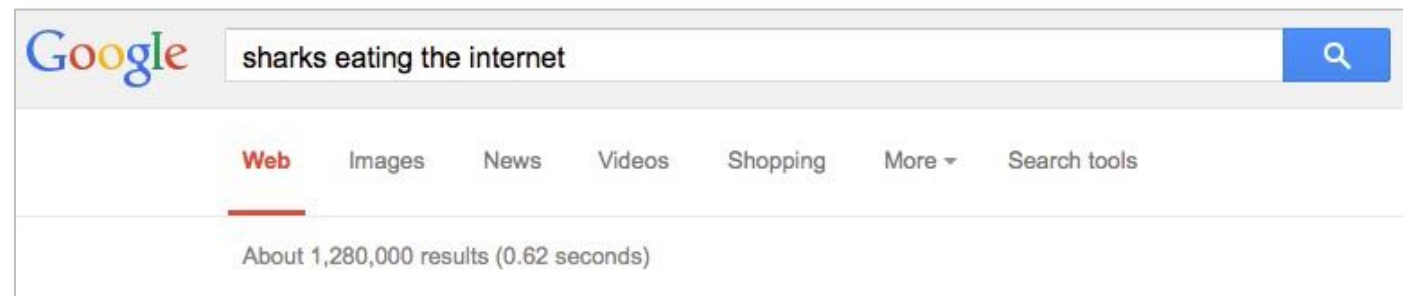
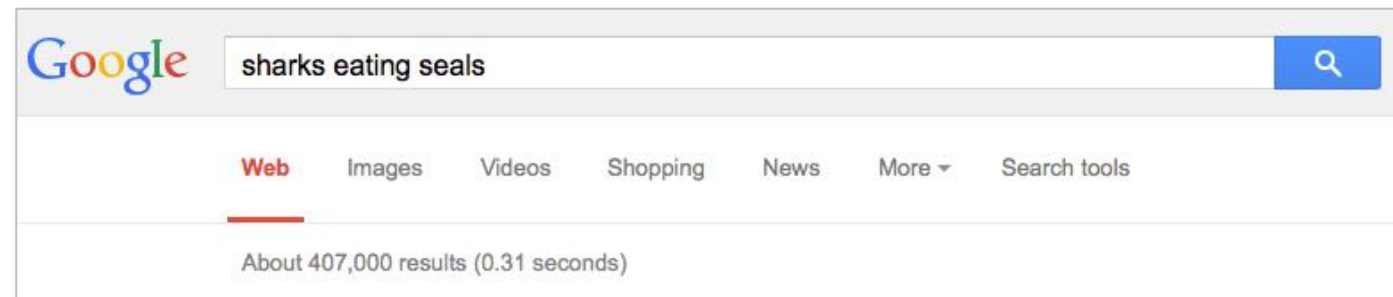
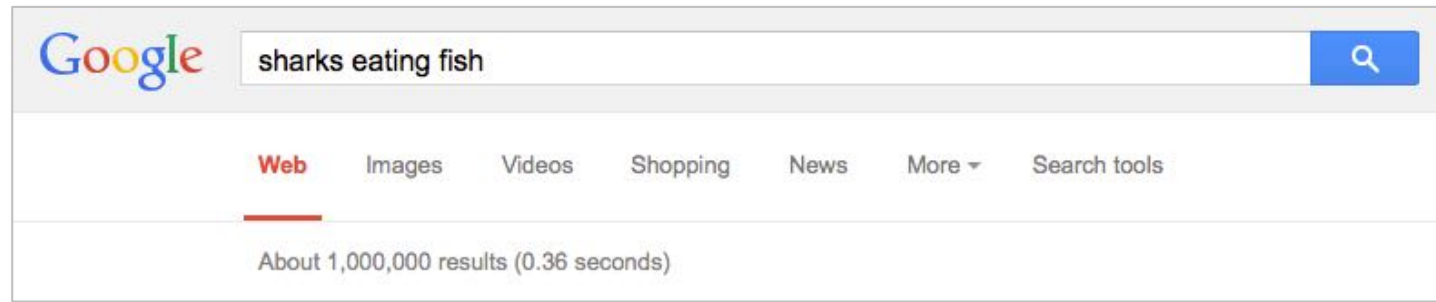
Sharks & sabotage myth

Let's look at the original case



Sharks & sabotage myth

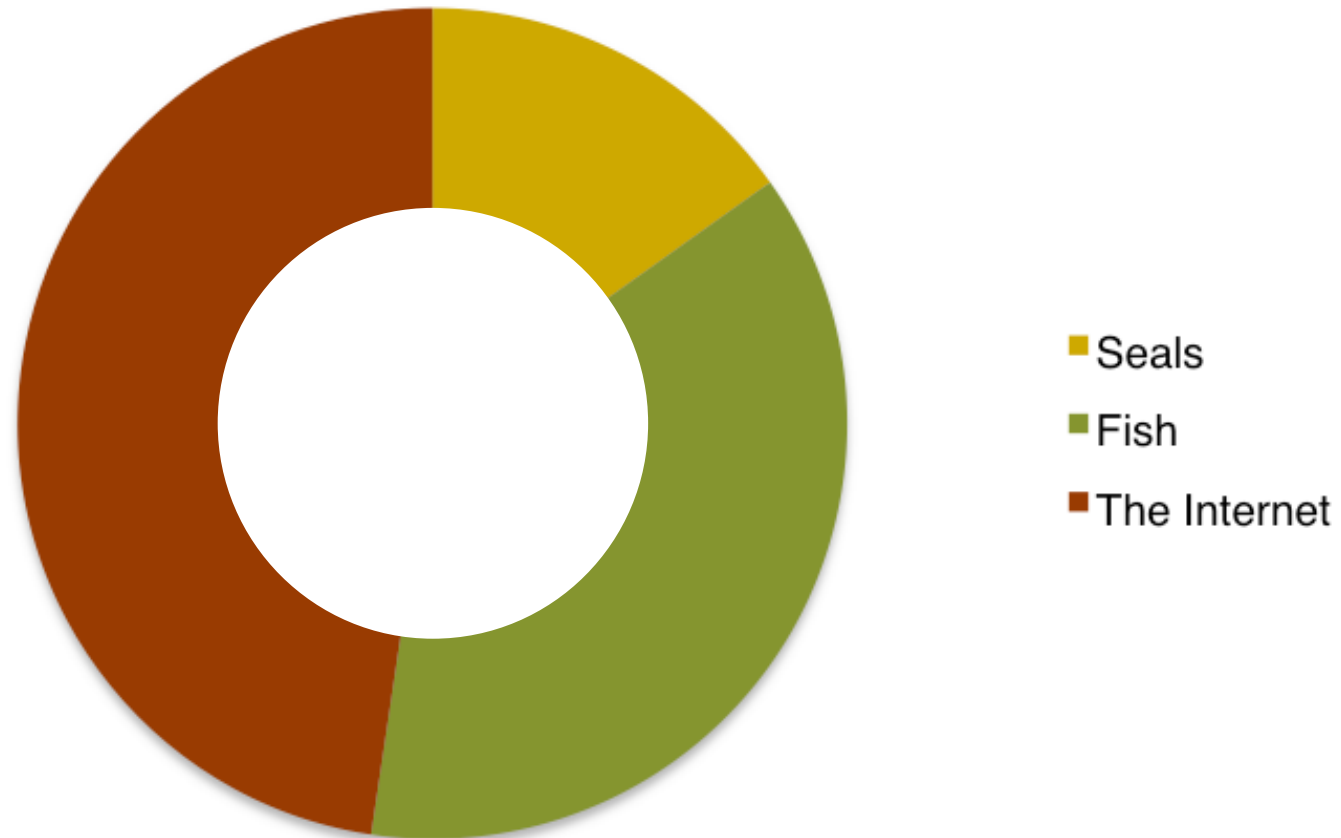
Let's look at the original case



Sharks & sabotage myth

Let's look at the original case

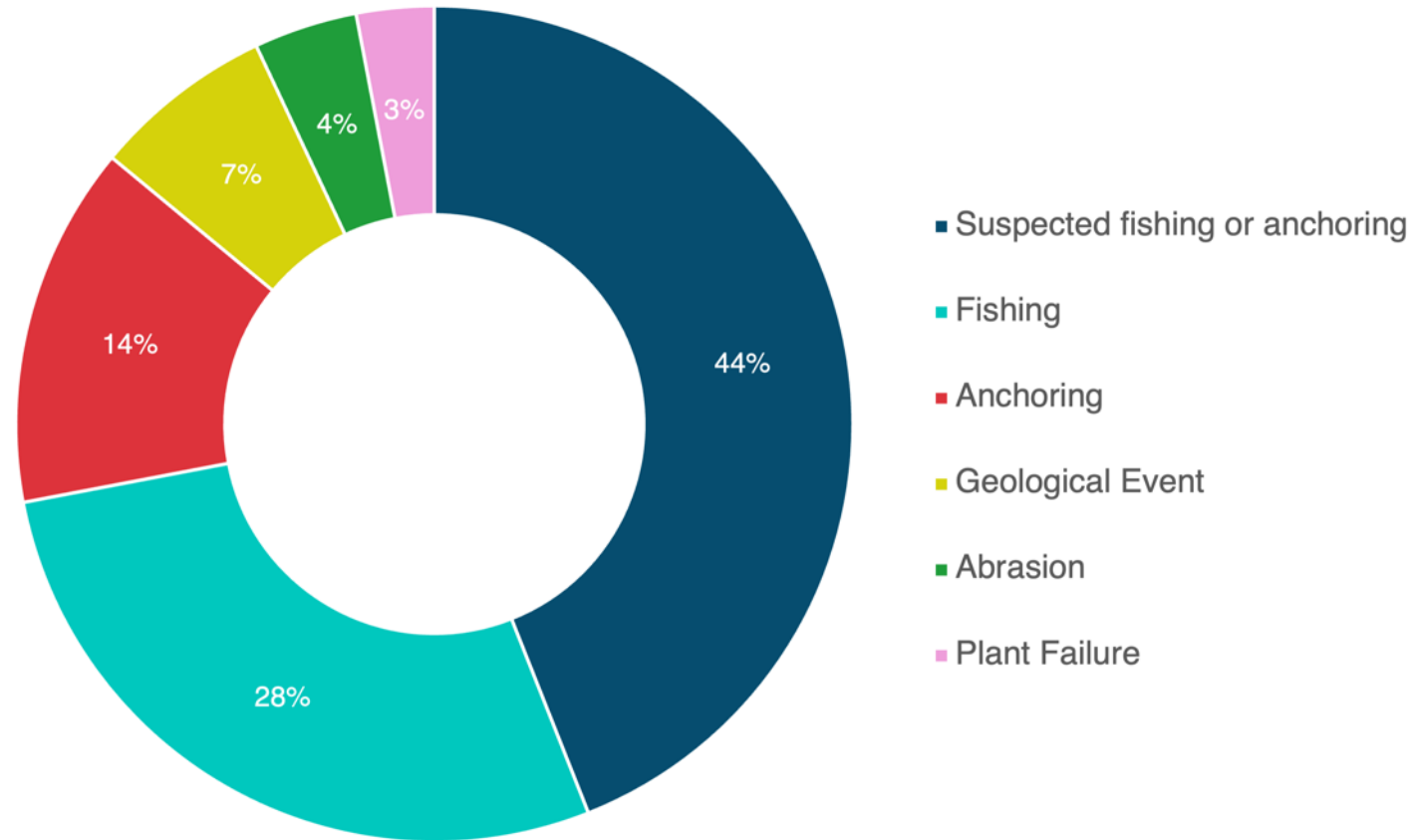
What Sharks Eat



Source: Cold, hard science

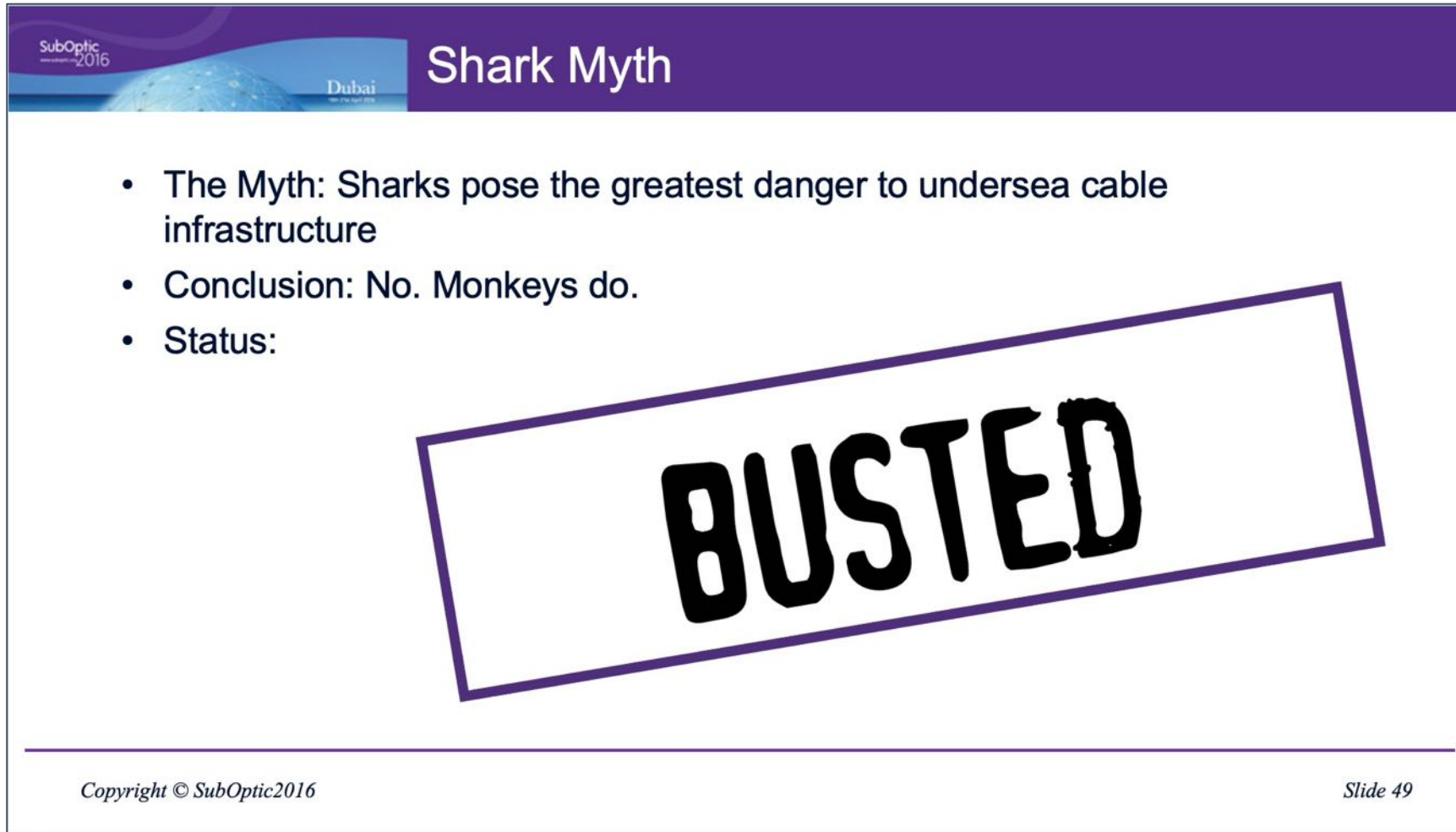
Sharks & sabotage myth

What actually causes faults



Sharks & sabotage myth

Let's look at the original findings



The slide is titled "Shark Myth" and features a purple header with the SubOptic 2016 logo and "Dubai" text. It contains a bulleted list of findings and a large "BUSTED" stamp.

Shark Myth

- The Myth: Sharks pose the greatest danger to undersea cable infrastructure
- Conclusion: No. Monkeys do.
- Status:

BUSTED

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Slide 49

“The drama of the potential is certainly overblown. But there, without any doubt whatsoever, have been circumstances where sharks have caused shunt faults.”

— Elaine Stafford

Sharks & sabotage myth

Sabotage ... the new sharks in popular imagination

NBC NEWS

Undersea cables cut in Baltic Sea; U.S. allies warn of hybrid warfare amid Russia clash

Another Undersea Cable Attacked in the Baltic Sea

BY PETER VAN HALTEREN • JANUARY 28, 2025

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Incredible map shows every underground cable in the world – as fears mount over sabotage

This incredible map shows every submarine cable in the world, many of which have become a real worry as threats to sever connections increase.

By **EMILY WRIGHT**, World News Reporter
14:57, Mon, Mar 31, 2025 | UPDATED: 15:06, Mon, Mar 31, 2025

f X e in p e BOOKMARK 8



Donald Trump reacts to Tiger Woods dating son's ex as Lee Westwood lashes out

Sharks & sabotage myth

Sabotage ... the new sharks in popular imagination



The screenshot shows the Newsweek website with the article "China Unveils Game-Changing Weapon That Could Decide Future Wars". The article's sub-headline is "China's terrifying new device 13,000ft under sea that could plunge the world into darkness". The page includes a top navigation bar with categories like Nation, World, Lifestyle, Opinion, Rankings, Connect, and More. A secondary navigation bar lists sub-topics: World, China, Cable, Communications, and Military. A third navigation bar lists main sections: HOME, NEWS, POLITICS, ROYAL, SHOWBIZ & TV, SPORT, COMMENT, and FINA. A fourth navigation bar lists regional and topical links: UK, WORLD, POLITICS, ROYAL, US, WEATHER, SCIENCE, HISTORY, and WEIRD. A breadcrumb trail shows the path: Home > News > World. The article title is prominently displayed in large, bold black text, followed by the sub-headline in a slightly smaller font. The Newsweek logo is in the top left corner, and a search bar and social media icons are in the top right corner.

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World China Cable Communications Military

China Unveils Game-Changing Weapon That Could Decide Future Wars

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Home > News > World

China's terrifying new device 13,000ft under sea that could plunge the world into darkness

The Washington Post
Democracy Dies in Darkness

War in Ukraine

Kursk Incursion

Cease-Fire Efforts

U.S. Election

Russian Airstrikes

wp EXCLUSIVE

Accidents, not Russian sabotage, behind undersea cable damage, officials say

An emerging consensus among U.S. and European security services holds that accidents were the cause of damage to Baltic seabed energy and communications lines.

Sharks & sabotage myth

Sabotage accepted as truth

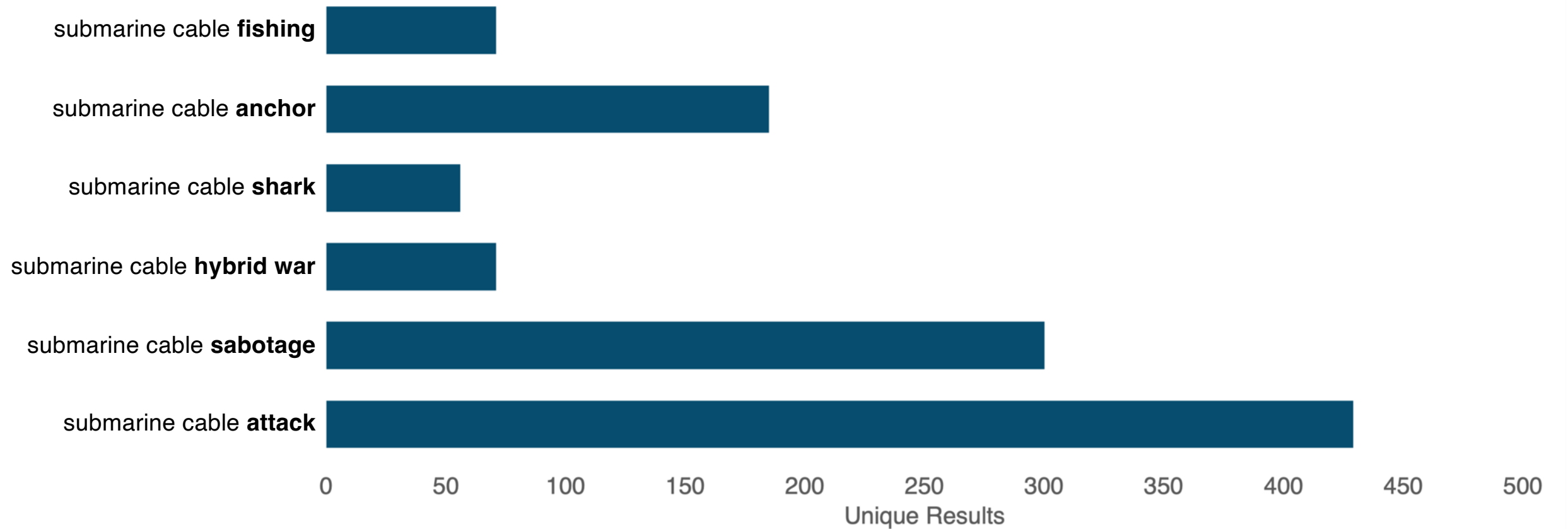


[Home](#) > [News](#) > [International](#)

As China targets Taiwan's undersea cables, some locals fear 'grey zone' warfare

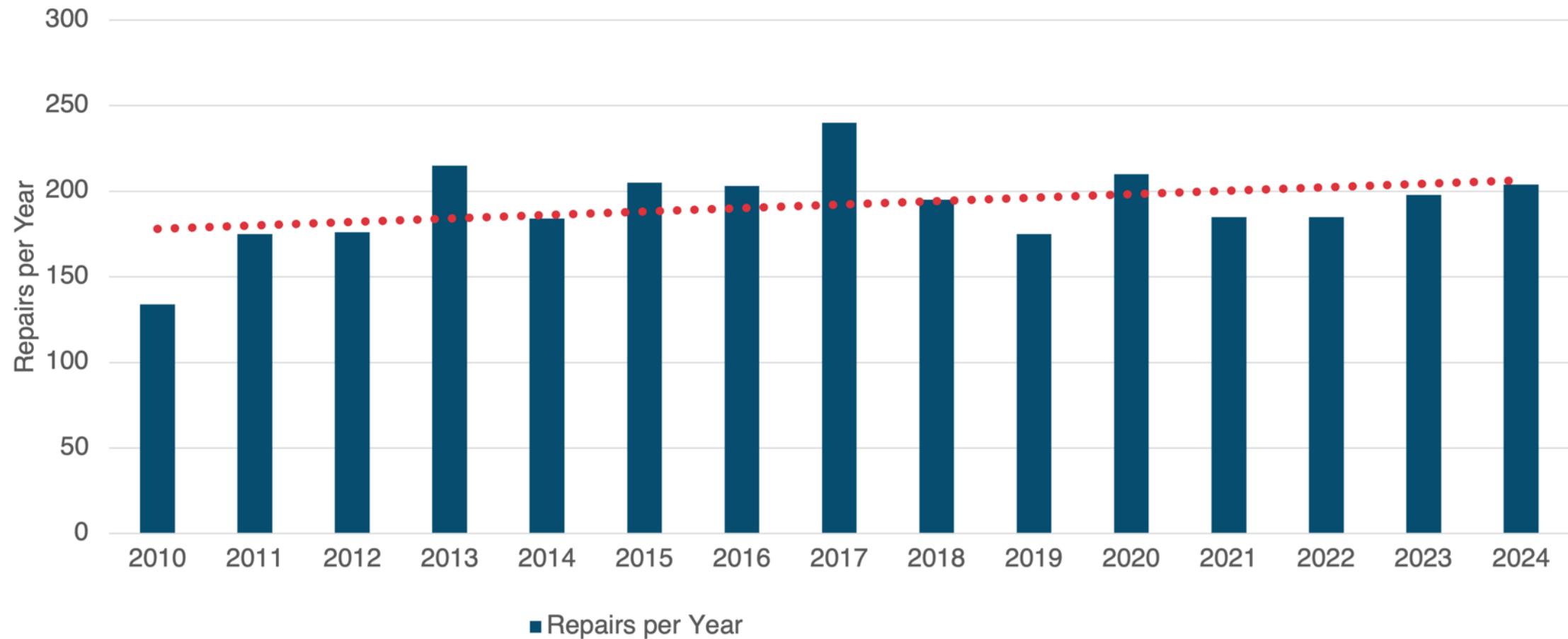
What's in our media diet?

Google News Search Results



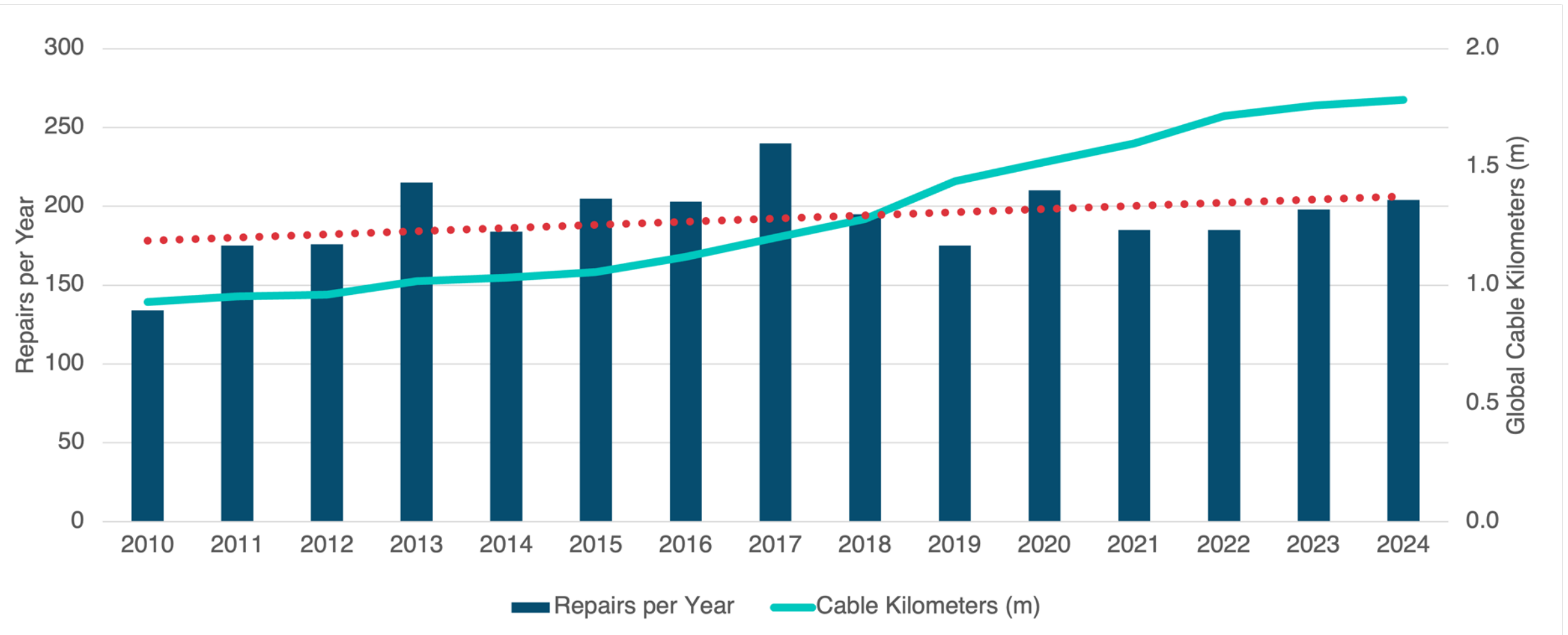
Sharks & sabotage myth

Global repairs over time



Sharks & sabotage myth

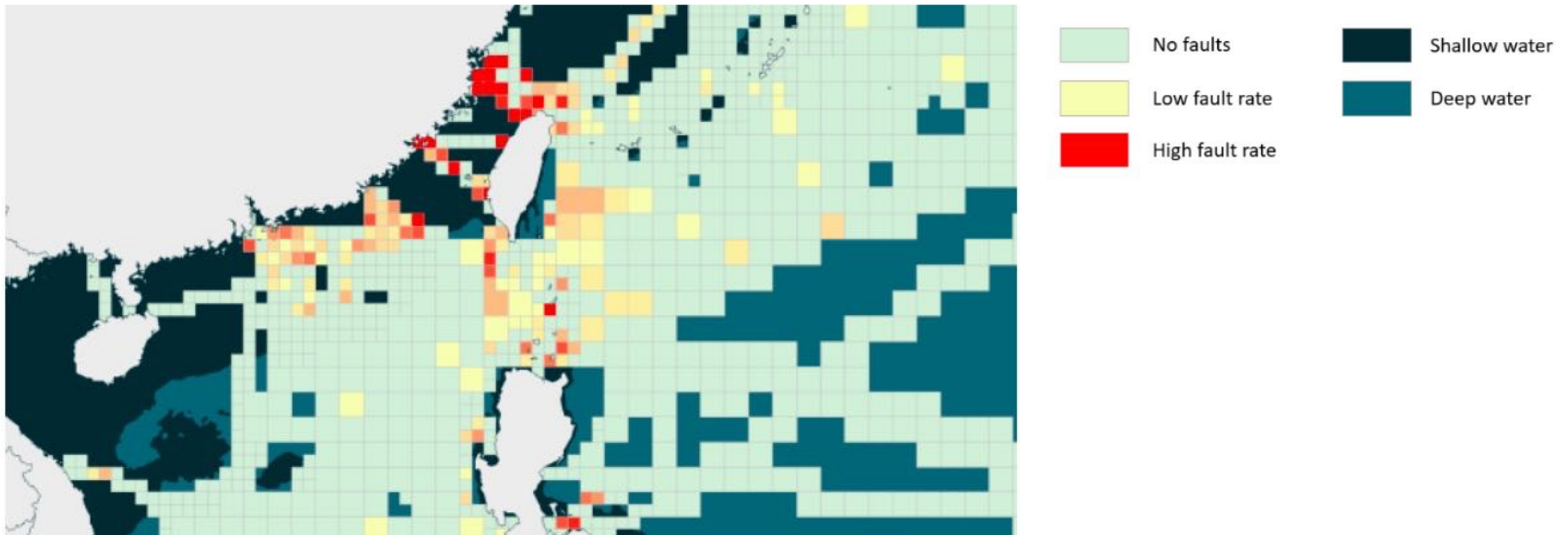
Global repairs & cable kilometers over time



Sharks & sabotage myth

Some of the “new” flashpoints are in fact historically troubled

Historical Fault Data (1985-2023)



Source: “Interpreting Detailed Historic Cable Fault Data to Ensure We Don’t Repeat Mistakes of the Past”, Brian Perratt (OceanIQ, Global Marine Group), SubOptic 2023

Sharks & sabotage myth

Could some good come from this attention?

BBC

Sweden seizes ship after suspected Baltic Sea cable sabotage

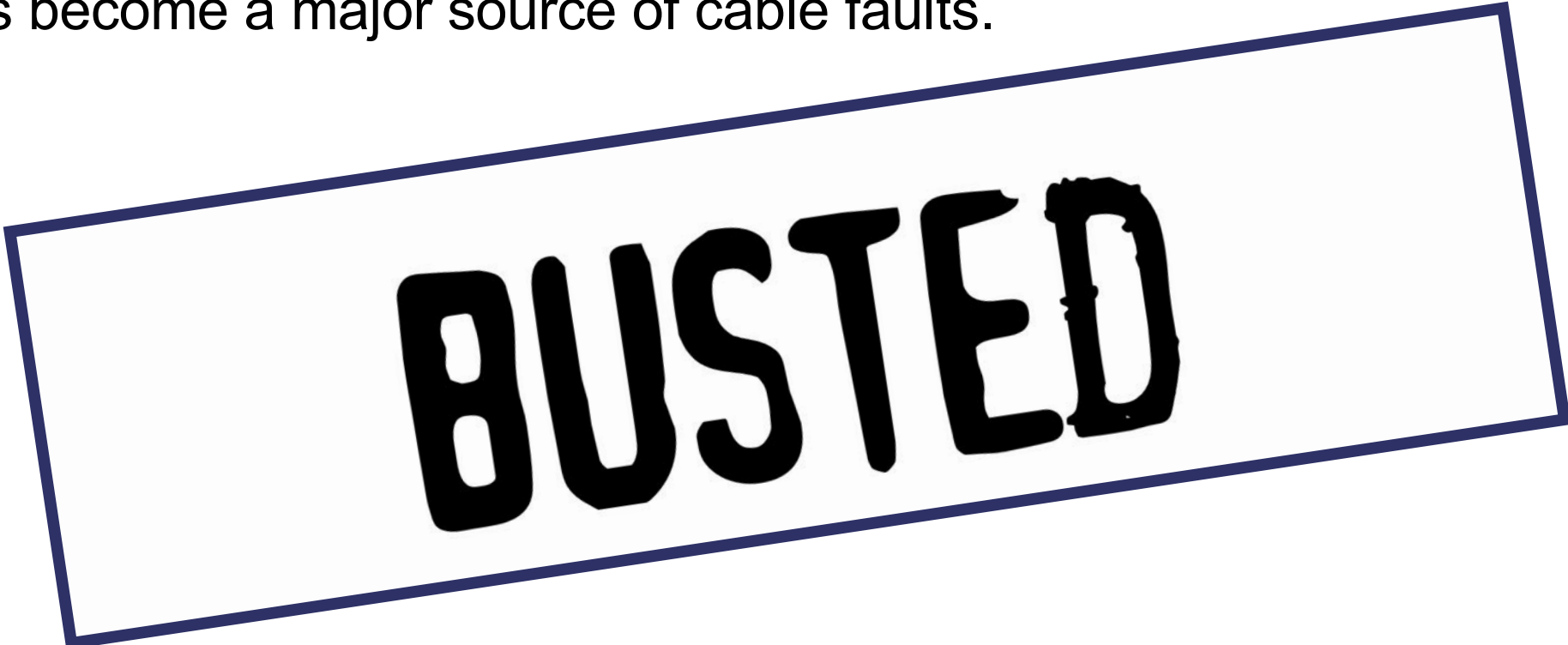
 **Reuters**

World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ Breakingviews ▾ More ▾

Poland intervenes as Russian 'shadow fleet' ship spotted near power cable

Sharks & sabotage myth

- The Myth: Acts of sabotage are a major source of cable faults.
- Conclusion: It's difficult to prove intentionality, but it is exceedingly unlikely that sabotage has become a major source of cable faults.
- Status:



BUSTED

Industry Myths to be Tested

- New satellites will end the dominance of submarine cables. **BUSTED**
- For placement of large data centers, energy is more important than proximity to population. **CONFIRMED**
- The demand for submarine cable capacity is doubling every 2 years. **BUSTED**
- Content providers account for the majority of investment in new cables. **CONFIRMED**
- The global network has never been more resilient. **PLAUSIBLE**
- The submarine cable market is cyclical. **BUSTED**
- Geopolitical conflict between China and the U.S. has caused the two countries' networks to disconnect. **BUSTED**
- Sharks (and acts of sabotage) are a major source of cable faults. **BUSTED**

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