

Briefs: Verizon to market TV service to apartments

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Verizon will be marketing its television service aggressively to residents in apartments and condominiums.

The telecommunications group said Wednesday it will "aggressively pursue agreements to bring FiOS Internet and FiOS TV services this year to customers" in multi-dwelling units. Sales effort will concentrate in the 16 states where the company is building out its all-fiber network.

"We have the technology, we have the sales and engineering team, and we have the solutions to bring our industry-leading FiOS Internet and FiOS TV services to a huge potential market that amounts to about a fifth of Verizon's customer base," Eric Cevis, vice president of Verizon's enhanced communities group, said in a news release. "MDU owners and managers know that first-rate telecommunications services like our FiOS Internet and FiOS TV products differentiate their properties," he added.

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