

# Time Warner Cable, Cox asked to drop ad claims

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(AP) -- An advertising watchdog is asking Time Warner Cable and Cox to drop claims that they run fiber-optics networks, after Verizon complained about their ads.

The National Advertising Division of the Council of Better Business Bureaus says both cable TV companies describe their networks as "fiber-optic networks" in their advertising when in fact they are referring to networks that include both fiber and traditional copper cable.

A purely fiber-optic network transmits data faster and has greater capacity than a hybrid. [Verizon](#) Communications Inc. has been building out a network that extends fiber optics to the home, rather than just a hub in the neighborhood.

The NAD is the advertising industry's self-regulatory body.

[Time Warner](#) Cable Inc. is appealing the decision. Cox says it will consider the decision in future ads.

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