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Leichtman Research Group

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MAJOR MULTI-CHANNEL VIDEO PROVIDERS LOST ABOUT 105,000 SUBSCRIBERS IN 2013

Annual Losses Amount to 0.1% of Subscribers

Durham, NH – March 14, 2014 – Leichtman Research Group, Inc. (LRG) found that the thirteen largest multi-channel video providers in the US – representing about 94% of the market – lost about 105,000 net video subscribers in 2013. Annual net multi-channel video additions in 2013 were about 280,000 fewer than in 2012, when the industry added about 175,000 subscribers.

The top multi-channel video providers account for over 94.6 million subscribers – with the top nine cable companies having 49.6 million video subscribers, satellite TV companies having 34.3 million subscribers, and top telephone companies having 10.7 million subscribers.

Other key findings include:

- The top nine cable companies lost about 1,735,000 video subscribers in 2013 – compared to a loss of about 1,410,000 subscribers in 2012
- The top telephone providers added 1,460,000 video subscribers in 2013 – compared to 1,298,000 net additions in 2012
- Satellite TV providers added 170,000 video subscribers in 2013 – compared to 288,000 net additions in 2012

“2013 was the first year for multi-channel video industry losses, but the modest losses represent only about 0.1% of all subscribers,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “While the overall market remains fairly flat, further share-shifting has taken place. Cable providers now have a 52% share of the top multi-channel video subscribers in the US, compared to a 58% share three years ago.”

Multi-Channel Video Provider	Subscribers at the end of 2013	Net Adds in 2013
Cable Companies		
Comcast	21,690,000	(305,000)
Time Warner	11,393,000	(825,000)
Charter	4,342,000	(121,000)
Cablevision	2,813,000	(80,000)
Suddenlink	1,177,400	(33,800)
Mediacom	945,000	(55,000)
Cable ONE	538,894	(54,721)
Other major private companies*	6,675,000	(260,000)
Total Top Cable	49,574,294	(1,734,521)
Satellite TV Companies (DBS)		
DirecTV	20,253,000	169,000
DISH	14,057,000	1,000
Total Top DBS	34,310,000	170,000
Telephone Companies		
AT&T U-verse	5,460,000	924,000
Verizon FiOS	5,262,000	536,000
Total Top Phone	10,722,000	1,460,000
Total Multi-Channel Video	94,606,294	(104,521)

Sources: The Companies and Leichtman Research Group, Inc.

* Includes LRG estimates for Cox, and Bright House Networks

Net additions reflect pro forma results from system sales and acquisitions

Top multi-channel video providers represent approximately 94% of all subscribers

Top cable companies do not include WOW

Company subscriber counts may not solely represent residential households

Note that LRG consumer research finds that about 1% of households subscribe to both cable and DBS

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on broadband, media and entertainment industries. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the potential impact and adoption of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

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