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Leichtman Research Group

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MAJOR MULTI-CHANNEL VIDEO PROVIDERS ADDED ABOUT 170,000 SUBSCRIBERS IN 2012

Cable Providers' Losses About 185,000 Fewer Than in 2011

Durham, NH – March 18, 2013 – Leichtman Research Group, Inc. (LRG) found that the thirteen largest multi-channel video providers in the US – representing about 94% of the market – acquired over 170,000 net additional video subscribers in 2012. Annual net multi-channel video additions in 2012 were about 230,000 fewer than in 2011.

The top multi-channel video providers account for over 94.7 million subscribers – with the top nine cable companies having 51.3 million video subscribers, satellite TV companies having over 34.1 million subscribers, and top telephone companies having 9.3 million subscribers.

Other key findings include:

- The top nine cable companies lost about 1,415,000 video subscribers in 2012 – compared to a loss of about 1,600,000 subscribers in 2011
- The top telephone providers added 1,300,000 video subscribers in 2012 – compared to 1,505,000 net additions in 2011
- Satellite TV providers added 288,000 video subscribers in 2012 – compared to 496,000 net additions in 2011

“The overall market for these top multi-channel video providers grew by less than 0.2%, adding about 170,000 subscribers in 2012, with subscriber losses for cable providers offset by gains for Telco and satellite TV providers,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “In this saturated and competitive market, it has become a contest over market share. Cable providers now have a 54% share of the top multi-channel video subscribers in the US, compared to a 58% share two years ago.”

Multi-channel Video Provider	Subscribers at the end of 2012	Net Adds in 2012
Cable Companies		
Comcast	21,995,000	(336,000)
Time Warner	12,218,000	(525,000)
Charter	4,158,000	(156,000)
Cablevision	3,197,000	(53,000)
Suddenlink	1,211,200	(37,800)
Mediacom	1,000,000	(69,000)
Cable ONE	593,615	(27,808)
Other major private companies*	6,935,000	(210,000)
Total Top Cable	51,307,815	(1,414,608)
Satellite TV Companies (DBS)		
DirecTV	20,084,000	199,000
Dish Network	14,056,000	89,000
Total Top DBS	34,140,000	288,000
Telephone Companies		
Verizon FiOS	4,726,000	553,000
AT&T U-verse	4,536,000	745,000
Total Top Phone	9,262,000	1,298,000
Total Multi-channel Video	94,709,815	171,392

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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