



# LRG

Leichtman Research Group

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## **MAJOR MULTI-CHANNEL VIDEO PROVIDERS ADDED ABOUT 380,000 SUBSCRIBERS IN 2011**

*Cable Providers' Losses About 160,000 Fewer Than in 2010*

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**Durham, NH – March 20, 2012** – Leichtman Research Group, Inc. (LRG) found that the fourteen largest multi-channel video providers in the US – representing about 94% of the market – acquired over 380,000 net additional video subscribers in 2011. Annual net multi-channel video additions in 2011 were about 175,000 fewer than in 2010.

Combined, these top multi-channel video providers account for over 94.5 million subscribers – with the top ten cable companies having 52.7 million video subscribers, satellite TV companies having over 33.85 million subscribers, and top telephone companies having 7.96 million subscribers.

Other key findings include:

- The top ten cable companies lost about 1,620,000 video subscribers in 2011 – compared to a loss of about 1,780,000 subscribers in 2010
- The top telephone providers added 1,505,000 video subscribers in 2011 – compared to 1,644,000 net additions in 2010
- Satellite TV providers added 496,000 video subscribers in 2011 – compared to 696,000 net additions in 2010
- In the fourth quarter of 2011, multi-channel video providers added about 230,000 subscribers – compared to a gain of about 90,000 in the fourth quarter of 2010

“Despite a relatively saturated market, low housing growth, and an increase in ‘over-the-top’ alternatives, the multi-channel video industry grew modestly in 2011,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Overall, the top multi-channel video providers added about 380,000 subscribers in 2011, compared to a gain of about 555,000 in 2010.”

Multi-channel Video Provider	Subscribers at the end of 2011	Net Adds in 2011
<b>Cable Companies</b>		
Comcast	22,343,000	(459,000)
Time Warner <sup>^</sup>	12,061,000	(448,000)
Charter	4,324,800	(222,900)
Cablevision	3,250,000	(64,000)
Suddenlink	1,252,200	(45,500)
Mediacom	1,069,000	(124,000)
Insight <sup>^</sup>	670,000	(21,700)
Cable ONE	621,423	(26,990)
Other major private companies*	7,145,000	(205,000)
<b>Total Top Cable</b>	<b>52,736,423</b>	<b>(1,617,090)</b>
<b>Satellite TV Companies (DBS)</b>		
DirecTV	19,885,000	662,000
Dish Network	13,967,000	(166,000)
<b>Total Top DBS</b>	<b>33,852,000</b>	<b>496,000</b>
<b>Telephone Companies</b>		
Verizon FiOS	4,173,000	701,000
AT&T U-verse	3,791,000	804,000
<b>Total Top Phone</b>	<b>7,964,000</b>	<b>1,505,000</b>
<b>Total Multi-channel Video</b>	<b>94,552,423</b>	<b>383,910</b>

Sources: The Companies and Leichtman Research Group, Inc.

\* Includes LRG estimates for Cox, and Bright House Networks

<sup>^</sup> Totals prior to Time Warner Cable's acquisition of Insight completed on 2/29/2012

Net additions reflect pro forma results from system sales and acquisitions

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

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](http://www.LeichtmanResearch.com).

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