



# LRG

Leichtman Research Group

**FOR IMMEDIATE RELEASE**

## RECORD SETTING GROWTH FOR BROADBAND INTERNET IN THE U.S.

### ***6.4 Million Broadband Subscribers Added in 2002***

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***Durham, NH – March 31, 2003*** – Leichtman Research Group (LRG) finds that, as of the end of 2002, the leading cable and DSL providers in the United States accumulated a total of over 17.4 million high-speed Internet subscribers. The year also saw record growth as the major U.S. cable and DSL providers added a combined 6.4 million subscribers during the past year.

LRG forecasts that the total number of broadband cable and DSL Internet subscribers in the U.S. will surpass the number of dial-up/narrowband subscribers in 2005 and will grow to nearly 49 million by the end of 2007.

Other key findings include:

- Broadband Internet subscriber growth in 2002 was the highest ever, exceeding 2001's 5.4 million net additions
- The top cable companies netted 67% of the broadband additions for the year, with cable adding 4.3 million broadband Internet subscribers compared to 2.1 million added by the major DSL providers over the same time period
- The top cable operators now account for over 11.25 million Broadband Internet subscribers, maintaining a 65% share of the market versus DSL

"The expectations for broadband growth have come to fruition as 12 million U.S. subscribers have added DSL or cable Internet services in the past two years," said

# Leichtman Research Group

Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc.  
 “While the future for broadband continues to look bright, new challenges for growth will arise as the need to attract a more price sensitive consumer base increases.”

<b>Broadband Internet Provider</b>	<b>Subscribers Year End 2002</b>	<b>Net Adds in 2002</b>
<b>Cable</b>		
Comcast	3,620,300	1,199,100
Time Warner	2,613,000	1,027,000
Cox	1,407,950	524,388
Charter	1,180,000	572,300
Cablevision	770,125	263,452
Adelphia	610,000	305,917
Advance/Newhouse	490,000	159,000
Mediacom	191,000	76,000
RCN	160,403	49,787
Insight	144,800	56,700
Cable One	78,100	45,200
<b>Total Top Cable*</b>	<b>11,265,678</b>	<b>4,278,844</b>
<b>DSL</b>		
SBC	2,199,000	866,000
Verizon	1,788,000	598,000
Bell South	1,021,000	400,500
Qwest	535,000	87,000
Covad	381,000	30,000
Sprint	151,000	96,000
ALL TEL	70,182	43,366
<b>Total Top DSL*</b>	<b>6,145,182</b>	<b>2,120,866</b>
<b>TOTAL*</b>	<b>17,410,860</b>	<b>6,399,710</b>

Sources: *The Companies and Leichtman Research Group, Inc.*

\* Top cable and DSL providers represent approximately 98% of all subscribers.

Company subscriber counts may not represent solely residential households. Charter, Adelphia and Advance/Newhouse subscriber counts are estimates. As of 3/31/03, Charter hasn't publicly announced 4Q2002 numbers.

At year end 2002, Earthlink had 779,000 broadband subscribers and AOL approximately 600,000 but these are not included, as they would be double counted with other access providers.

DIRECTV DSL subscribers are no included in totals as on December 13, 2002 Hughes announced that it was shutting down the service.

# Leichtman Research Group

**About Leichtman Research Group, Inc.**

Leichtman Research Group, Inc. (LRG) specializes in research and consulting on the impact and adoption of broadband products and services. LRG combines on-going surveys and analysis with years of hands-on industry experience to provide companies with a richer understanding of the opportunities and challenges in today's broadband market. For more information about LRG, please call (603) 397-5400 or visit [www.LeichtmanResearch.com](http://www.LeichtmanResearch.com).

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