



# LRG

Leichtman Research Group

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## **1.4 MILLION ADD BROADBAND IN THE FIRST QUARTER OF 2010**

*73 Million Get Broadband from Top Cable and Telephone Companies*

**Durham, NH – May 12, 2010** – Leichtman Research Group, Inc. (LRG) found that the nineteen largest cable and telephone providers in the US – representing about 93% of the market – acquired over 1.4 million net additional high-speed Internet subscribers in the first quarter of 2010. These top broadband providers now account for over 73 million subscribers – with cable companies having 40.2 million broadband subscribers, and telephone companies having nearly 32.9 million subscribers.

Other broadband findings for the quarter include:

- The top cable companies added over 915,000 subscribers, representing 65% of the net broadband additions for the quarter versus the top telephone companies
- Overall, broadband additions in 1Q 2010 amounted to 86% of those in 1Q 2009 – with cable having 108% as many additions as a year ago, and Telcos 63% as many additions as a year ago
- The top cable broadband providers have a 55% share of the overall market, with a 7.3 million subscriber advantage over the top telephone companies – compared to 6.4 million a year ago

“Net broadband additions in 1Q 2010 were over 500,000 more than in 4Q 2009, and the most since the first quarter of 2009,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Cable providers had a particularly strong quarter. With more than 900,000 net broadband additions, the top cable companies combined to have their best quarter since 1Q 2008.”

<b>Broadband Internet</b>	<b>Subscribers at end of 1Q 2010</b>	<b>Net Adds in 1Q 2010</b>
<b><i>Cable Companies</i></b>		
Comcast	16,329,000	399,000
Time Warner	9,510,000	221,000
Cox*	4,250,000	50,000
Charter	3,166,000	103,700
Cablevision	2,610,000	42,000
Mediacom	804,000	26,000
Insight	516,300	14,800
Cable ONE	405,311	12,479
RCN	315,000	3,000
Other major private cable companies**	2,280,000	45,000
<b>Total Top Cable</b>	<b>40,185,611</b>	<b>916,979</b>
<b><i>Telephone Companies</i></b>		
AT&T	16,044,000	255,000
Verizon	9,310,000	90,000
Qwest^	2,852,000	40,000
CenturyLink	2,306,000	70,000
Windstream	1,167,900	35,800
Frontier	644,060	8,113
Fairpoint*	295,000	0
Cincinnati Bell	247,600	3,600
<b>Total Top Telephone Companies</b>	<b>32,866,560</b>	<b>502,513</b>
<b>Total Broadband</b>	<b>73,052,171</b>	<b>1,419,492</b>

Sources: The Companies and Leichtman Research Group, Inc.

\* LRG estimate

\*\* Includes LRG estimates for Bright House Networks and Suddenlink

^ Qwest now excludes business and wholesale markets customers from broadband subscriber totals

Company subscriber counts may not represent solely residential households

Totals reflect pro forma results from system sales and acquisitions

Top cable and telephone companies represent approximately 93% of all subscribers

### **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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