



# LRG

Leichtman Research Group

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## **1.1 MILLION ADD BROADBAND IN THE FIRST QUARTER OF 2013**

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

**Durham, NH – May 21, 2013** – Leichtman Research Group, Inc. (LRG) found that the seventeen largest cable and telephone providers in the US – representing about 93% of the market – acquired 1.1 million net additional high-speed Internet subscribers in the first quarter of 2013. These top broadband providers now account for over 82.4 million subscribers – with top cable companies having over 47.5 million broadband subscribers, and top telephone companies having nearly 34.9 million subscribers.

Other broadband findings for the quarter include:

- Overall, broadband additions in 1Q 2013 amounted to 86% of those in 1Q 2012 – with cable having 82% as many additions as a year ago, and Telcos 99% as many additions as a year ago
- The top cable companies added about 800,000 subscribers, representing 72% of the net broadband additions for the quarter versus the top telephone companies
- AT&T and Verizon added 919,000 fiber subscribers (via U-verse and FiOS) in 1Q 2013, while having a net loss of 696,000 DSL subscribers. U-verse and FiOS now account for 40% of the top telephone companies' broadband subscribers – compared to 32% a year ago
- The top cable broadband providers have a 58% share of the overall market, with about 12.7 million more subscribers than the top telephone companies – compared to 10.8 million more a year ago

“The first quarter of the year has proven to be the best quarter for net broadband adds in each of the past seven years, and from 2010-2012 net adds in the first quarter were greater than in the second and third quarters combined,” said Bruce Leichtman, president

and principal analyst for Leichtman Research Group, Inc. “2013 began with another strong first quarter. Net broadband additions in 1Q 2013 were about 500,000 more than in 4Q 2012.”

| <b>Broadband Internet</b>             | <b>Subscribers at end of 1Q 2013</b> | <b>Net Adds in 1Q 2013</b> |
|---------------------------------------|--------------------------------------|----------------------------|
| <b>Cable Companies</b>                |                                      |                            |
| Comcast                               | 19,799,000                           | 433,000                    |
| Time Warner                           | 11,538,000                           | 143,000                    |
| Cox*                                  | 4,640,000                            | 20,000                     |
| Charter                               | 4,086,000                            | 108,000                    |
| Cablevision                           | 3,086,000                            | 31,000                     |
| Suddenlink                            | 1,026,200                            | 24,100                     |
| Mediacom                              | 940,000                              | 25,000                     |
| Cable ONE                             | 463,726                              | 4,491                      |
| Other major private cable companies** | 1,989,000                            | 11,000                     |
| <b>Total Top Cable</b>                | <b>47,567,926</b>                    | <b>799,591</b>             |
| <b>Telephone Companies</b>            |                                      |                            |
| AT&T                                  | 16,514,000                           | 124,000                    |
| Verizon                               | 8,894,000                            | 99,000                     |
| CenturyLink                           | 5,915,000                            | 67,000                     |
| Frontier^^                            | 1,752,000                            | 28,000                     |
| Windstream                            | 1,205,900                            | (8,600)                    |
| FairPoint^                            | 330,082                              | 5,105                      |
| Cincinnati Bell                       | 260,200                              | 800                        |
| <b>Total Top Telephone Companies</b>  | <b>34,871,182</b>                    | <b>315,305</b>             |
| <b>Total Broadband</b>                | <b>82,439,108</b>                    | <b>1,114,896</b>           |

Sources: The Companies and Leichtman Research Group, Inc.

\* LRG estimate

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

^ Frontier and FairPoint revised totals from previous quarters

^^ LRG estimate, does not include wireless subscribers

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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