



# LRG

Leichtman Research Group

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## **1.3 MILLION ADD BROADBAND IN THE FIRST QUARTER OF 2012**

*Nearly 80 Million Get Broadband from Top Cable and Telephone Companies*

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**Durham, NH – May 31, 2012** – Leichtman Research Group, Inc. (LRG) found that the seventeen largest cable and telephone providers in the US – representing about 93% of the market – acquired 1.3 million net additional high-speed Internet subscribers in the first quarter of 2012. These top broadband providers now account for nearly 80 million subscribers – with top cable companies having over 45.3 million broadband subscribers, and top telephone companies having over 34.6 million subscribers.

Other broadband findings for the quarter include:

- Overall, broadband additions in 1Q 2012 amounted to 102% of those in 1Q 2011 – with cable having 114% as many additions as a year ago, and Telcos 76% as many additions as a year ago
- The top cable companies added about 980,000 subscribers, representing 75% of the net broadband additions for the quarter versus the top telephone companies
- Comcast added 439,000 broadband subscribers in 1Q 2012 – the most in any quarter since 1Q 2008
- The top cable broadband providers have a 57% share of the overall market, with about 10.7 million more subscribers than the top telephone companies – compared to 8.9 million more a year ago

“Net broadband additions in 1Q 2012 were about 520,000 more than in 4Q 2011, and the most since the first quarter of 2010,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Yet, given the mature status of the broadband industry, and traditional seasonality, it is likely that net adds in 2Q 2012 will be less than half of what they were in 1Q 2012.”

<b>Broadband Internet</b>	<b>Subscribers at end of 1Q 2012</b>	<b>Net Adds in 1Q 2012</b>
<b>Cable Companies</b>		
Comcast	18,582,000	439,000
Time Warner <sup>^</sup>	11,136,000	227,000
Cox*	4,530,000	30,000
Charter	3,802,000	147,000
Cablevision	3,007,000	42,000
Suddenlink	982,600	31,200
Mediacom	887,000	36,000
Cable ONE	463,443	12,361
Other major private cable companies**	1,941,000	16,000
<b>Total Top Cable</b>	<b>45,331,043</b>	<b>980,561</b>
<b>Telephone Companies</b>		
AT&T	16,530,000	103,000
Verizon	8,774,000	104,000
CenturyLink	5,643,000	89,000
Frontier <sup>^</sup>	1,746,000	11,000
Windstream	1,363,800	8,500
FairPoint	318,510	4,375
Cincinnati Bell	257,200	(100)
<b>Total Top Telephone Companies</b>	<b>34,632,510</b>	<b>319,775</b>
<b>Total Broadband</b>	<b>79,963,553</b>	<b>1,300,336</b>

Sources: The Companies and Leichtman Research Group, Inc.

\* LRG estimate

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

<sup>^</sup> Includes Time Warner Cable's acquisition of Insight

<sup>^</sup> 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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