



# LRG

Leichtman Research Group

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## **ABOUT 360,000 ADDED BROADBAND IN 2Q 2015**

*Cable Companies Added Over a Half Million Broadband Subscribers in the Quarter*

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**Durham, NH – August 18, 2015** – Leichtman Research Group, Inc. (LRG) found that the seventeen largest cable and telephone providers in the US – representing about 94% of the market – acquired about 360,000 net additional high-speed Internet subscribers in the second quarter of 2015. These top broadband providers now account for nearly 88.9 million subscribers – with top cable companies having about 53.5 million broadband subscribers, and top telephone companies having 35.4 million subscribers.

Other broadband findings for the quarter include:

- Overall, broadband additions in 2Q 2015 were 97% of those in 2Q 2014
- The top cable companies added about 510,000 subscribers in 2Q 2015 – 138% of the net additions for the top cable companies in 2Q 2014
- The top telephone companies lost about 150,000 subscribers in 2Q 2015 – subscriber losses were higher than in any previous quarter
  - Telcos have had net broadband subscriber losses in four of the past six second quarters
- AT&T and Verizon added 313,000 subscribers via U-verse and FiOS in 2Q 2015, while having a net loss of 474,000 DSL subscribers. U-verse and FiOS broadband subscribers now account for 56% of Telco broadband subscribers – compared to 42% two years ago

“While Telcos lost more broadband subscribers in 2Q 2015 than in any previous quarter, cable companies added over 500,000 subscribers for the fourth consecutive quarter,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc.

“Over the past year, cable has accounted for 95% of the approximately 3,000,000 broadband additions.”

| <b>Broadband Internet</b>            | <b>Subscribers at end of 2Q 2015</b> | <b>Net Adds in 2Q 2015</b> |
|--------------------------------------|--------------------------------------|----------------------------|
| <b>Cable Companies</b>               |                                      |                            |
| Comcast                              | 22,548,000                           | 179,000                    |
| Time Warner Cable                    | 12,770,000                           | 189,000                    |
| Charter                              | 5,294,000                            | 86,000                     |
| Cablevision                          | 2,781,000                            | 14,000                     |
| Suddenlink                           | 1,180,800                            | (2,800)                    |
| Mediacom                             | 1,051,000                            | 10,000                     |
| WOW (WideOpenWest)                   | 713,100                              | (8,900)                    |
| Cable ONE                            | 497,036                              | 457                        |
| Other major private cable companies* | 6,640,000                            | 45,000                     |
| <b>Total Top Cable</b>               | <b>53,474,936</b>                    | <b>511,757</b>             |
| <b>Telephone Companies</b>           |                                      |                            |
| AT&T                                 | 15,961,000                           | (136,000)                  |
| Verizon                              | 9,221,000                            | (25,000)                   |
| CenturyLink                          | 6,108,000                            | (9,000)                    |
| Frontier^                            | 2,388,500                            | 29,000                     |
| Windstream                           | 1,120,800                            | (11,600)                   |
| FairPoint                            | 317,100                              | (1,278)                    |
| Cincinnati Bell                      | 275,100                              | 2,400                      |
| <b>Total Top Telephone Companies</b> | <b>35,391,500</b>                    | <b>(151,478)</b>           |
| <b>Total Broadband</b>               | <b>88,866,436</b>                    | <b>360,279</b>             |

Sources: The Companies and Leichtman Research Group, Inc.

\* Includes LRG estimates for Cox and Bright House Networks

^ LRG estimate, does not include wireless subscribers

Totals reflect pro forma results from system sales and acquisitions

Company subscriber counts may not represent solely residential households

Top cable and telephone companies represent approximately 94% of all subscribers

### **About Leichtman Research Group, Inc.**

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact of new products and services. For more information about LRG, please call (603) 397-5400 or visit [www.LleichtmanResearch.com](http://www.LleichtmanResearch.com).

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