



# LRG

Leichtman Research Group

**FOR IMMEDIATE RELEASE**

**BROADBAND INTERNET TOPS 15.6 MILLION IN THE U.S.**

***Over 1.65 Million Subscribers Added in the Third Quarter***

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***Durham, NH – November 7, 2002*** – Leichtman Research Group finds that as of the end of the third quarter of 2002 the leading cable and DSL providers in the United States have a total of over 15.6 million high-speed Internet subscribers. During the quarter the major US cable and DSL providers added a combined 1.66 million subscribers.

Other key findings include:

- Broadband Internet subscriber growth for the third quarter of 2002 was the highest so far this year and exceeded the net additions for third quarter of 2001 by 400,000 subscribers.
- The top cable companies had 68% of the net broadband additions for the quarter, with cable adding over 1.1 million broadband Internet subscribers compared to 540,000 added by the major DSL providers over the same time period.
- The top cable operators now account for over 10 million Broadband Internet subscribers, maintaining a 65% share of the market

“The third quarter results demonstrate strong continued adoption of Broadband Internet in the United States,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “While cable operators lost about 250,000 video subscribers this quarter, the industry-wide focus on high-value customers clearly paid off in cable’s growth of high speed Internet subscribers.”

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| <b>Broadband Internet Subscribers</b> | <b>Third Quarter 2002</b> | <b>Net Adds in Q3</b> |
|---------------------------------------|---------------------------|-----------------------|
| <b>Cable</b>                          |                           |                       |
| Time Warner                           | 2,313,000                 | 257,000               |
| AT&T                                  | 1,934,000                 | 172,000               |
| Comcast                               | 1,338,700                 | 169,800               |
| Cox                                   | 1,272,299                 | 157,299               |
| Charter                               | 1,055,400                 | 149,900               |
| Cablevision                           | 660,000                   | 49,495                |
| Adelphia                              | 550,348                   | 62,377                |
| Advance/Newhouse*                     | 445,000                   | 35,000                |
| RCN                                   | 163,393                   | 13,791                |
| Mediacom                              | 167,000                   | 22,000                |
| Insight                               | 124,600                   | 21,200                |
| CableOne                              | 65,900                    | 9,900                 |
| <b>Total Top Cable</b>                | <b>10,089,640</b>         | <b>1,119,762</b>      |
| <b>DSL</b>                            |                           |                       |
| SBC                                   | 1,945,000                 | 226,000               |
| Verizon                               | 1,640,000                 | 155,000               |
| Bell South                            | 924,000                   | 121,000               |
| Qwest                                 | 525,000                   | 17,000                |
| Covad                                 | 359,000                   | 2,000                 |
| DIRECTV DSL                           | 151,000                   | 18,000                |
| <b>Total Top DSL</b>                  | <b>5,544,000</b>          | <b>539,000</b>        |
| <b>Total Broadband</b>                | <b>15,633,640</b>         | <b>1,658,762</b>      |

Sources: The Companies and Leichtman Research Group, Inc.

Company subscriber counts may not represent solely residential households

\* Advance/Newhouse subscriber count is an estimate

## **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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