



LRG

Leichtman Research Group

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ABOUT 1,165,000 ADDED BROADBAND IN 1Q 2020

The Most Quarterly Broadband Additions Since 1Q 2015

Durham, NH – May 13, 2020 – Leichtman Research Group, Inc. (LRG) found that the largest cable and telephone providers in the U.S. – representing about 96% of the market – acquired about 1,165,000 net additional broadband Internet subscribers in 1Q 2020, compared to a pro forma gain of about 955,000 subscribers in 1Q 2019.

These top broadband providers now account for about 102.4 million subscribers, with top cable companies having 69.2 million broadband subscribers, and top wireline phone companies having 33.2 million subscribers.

Findings for the quarter include:

- Overall, broadband additions in 1Q 2020 were 122% of those in 1Q 2019
 - Broadband additions overall were the most in any quarter since 1Q 2015
- The top cable companies added about 1,230,000 subscribers in 1Q 2020 – 132% of the net adds for the top cable companies in 1Q 2019
 - Cable broadband net additions were the most in any quarter since 1Q 2007
- The top wireline phone companies had a net loss of about 65,000 subscribers in 1Q 2020 – compared to a net gain of about 20,000 subscribers in 1Q 2019
- Over the past year, there were about 2,750,000 net broadband adds – compared to about 2,635,000 net broadband adds over the prior year

“With the onset of the coronavirus pandemic, there were more quarterly net broadband additions in 1Q 2020 than in any quarter in five years,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Top cable companies performed particularly well, having the most net additions for cable broadband services in any quarter in thirteen years.”

Broadband Providers	Subscribers at end of 1Q 2020	Net Adds in 1Q 2020
Cable Companies		
Comcast	29,106,000	477,000
Charter*	27,246,000	582,000
Cox**	5,230,000	60,000
Altice	4,237,400	50,100
Mediacom	1,349,000	21,000
WOW (WideOpenWest)	797,600	16,100
Cable One	793,000	20,000
Atlantic Broadband	457,233	5,770
Total Top Cable	69,216,233	1,231,970
Wireline Phone Companies		
AT&T	15,315,000	(74,000)
Verizon	6,982,000	26,000
CenturyLink	4,667,000	(11,000)
Frontier	3,480,000	(33,000)
Windstream	1,067,300	18,000
Consolidated	786,125	1,960
TDS^	460,000	4,800
Cincinnati Bell	427,500	1,800
Total Top Telco	33,184,925	(65,440)
Total Top Broadband	102,401,158	1,166,530

Sources: The Companies and Leichtman Research Group, Inc.

* Charter's 1Q 2020 results include about 120,000 net adds with 60-day free service related to the impact of COVID-19

** LRG estimate

^ TDS includes 263,200 wireline broadband subscribers, and 196,800 cable broadband subscribers

Company subscriber counts may not solely represent residential households

Top cable and telephone companies represent approximately 96% of all subscribers

Net additions reflect pro forma results from system sales and acquisitions, reporting adjustments, and the addition of new providers to the list – therefore, comparing totals in this release to prior releases will not produce accurate findings

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.

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