



# Broadband Advisory Services

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## Broadband Master

(in mil., except %, data as of calendar year-end)

	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	
Total U.S. households (HH)	82.9	84.1	84.4	85.6	86.8	88.1	89.3	90.6	92.0	93.3	93.5	94.6	96.0	96.6	97.3	99.5																
TVHH % total homes	96.4%	96.7%	97.0%	97.3%	97.8%	98.3%	98.1%	98.4%	98.8%	98.3%	97.5%	97.4%	96.9%	97.3%	97.6%	96.5%																
Total U.S. TV households (TVHH)	79.9	81.3	81.9	83.3	84.9	86.5	87.7	89.2	90.9	91.6	91.1	92.1	93.1	94.0	94.9	96.0																
TVHH % growth		1.8%	0.7%	1.7%	2.0%	1.9%	1.3%	1.8%	1.9%	0.8%	-0.6%	1.1%	1.0%	1.0%	1.0%	1.1%																
<b>Cable Delivered Multichannel Video</b>																																
Cable homes passed	40.0	45.0	50.0	55.9	60.5	64.7	69.4	73.1	77.2	82.8	86.0	88.4	89.7	90.6	91.6																	
Cable homes passed % TVHH	50.1%	55.4%	61.1%	67.1%	71.3%	74.8%	79.2%	81.9%	84.9%	90.4%	94.4%	96.0%	96.4%	96.4%																		
Cable TV basics	17.7	23.3	29.5	31.4	34.2	36.7	39.7	42.6	45.7	49.3	51.7	53.4	55.2																			
Cable TV basics % TVHH	22.2%	28.7%	36.0%	37.7%	40.3%	42.4%	45.3%	47.8%	50.3%	53.8%	56.8%	58.0%																				
Cable basics % HP	44.3%	51.8%	59.0%	56.2%	56.5%	56.7%	57.2%	58.3%	59.2%	59.6%	60.2%																					
Net unit growth	0.0	5.6	6.2	1.9	2.8	2.5	3.0	2.9	3.1	3.6																						
% growth		31.6%	26.6%	6.4%	8.9%	7.3%	8.2%	7.3%	7.3%																							
<b>Telco-Delivered Multichannel Video *</b>																																
Telco-wired homes passed																																
Penetration																																
Telco-wired basic subs																																
Telco-wired net new basics																																
Telco-wired % basic growth rate																																
Telco-wired basic % TVHH																																
<b>C-Band Delivered Multichannel Video</b>																																
C-band basic subscribers (legal)																																
Net change C-band basic subscribers																																
<b>DBS Delivered Multichannel Video</b>																																
Medium/full-power DBS % TVHH																																
Medium/full-power DBS																																
Net new medium/full-power DBS																																
Percentage of DBS HH taking basic cable																																
DBS HH taking basic cable (overlap factor)																																
SMATV/MMDS MDU basic subs																																
Total multi-channel subscriptions																																
Total multi-channel subscriptions % TVHH																																
Multi-channel subs net of DBS dupes																																
Adjusted multi-channel penetration of TVHH																																
Total non-cable broadband subs																																
Non-cable broadband subs % TVHH																																
Total non-subscribing HH#																																
Non-subscribing HH % total TVHH																																

# SAMPLE

\*Includes FTTP, VDSL and ADSL2+.