

# Running the Numbers

*"Datapoints" is researched and written exclusively for Broadband Library by industry analyst Stewart Schley*

## Broadband up... so is cable

**Broadband subscribers as of Q4 2017 (in 000s)**

### CABLE COMPANIES

Comcast	25,869
Charter	23,903
Cox Comms. (est.)	4,880
Altice	4,046
Mediacom	1,209
WideOpenWest	730
Cable ONE	525
Total Top Cable	61,162

### PHONE COMPANIES

AT&T	15,719
Verizon	6,959
CenturyLink	5,662
Frontier	3,938
Windstream	1,006
Consolidated Comms.	783
Cincinnati Bell	309
Total Top Phone	34,376

**WHAT'S INTERESTING:** Cable companies accounted for more than their share of U.S. broadband subscriber additions in 2017 — literally. The combination of 2.7 million broadband customer additions on the cable side, coupled with the net loss of 625,000 on the telco side, indicates how cable is disproportionately ruling the broadband consumer marketplace. The way research guru Bruce Leichtman does the math, cable accounted for 130% of the net broadband additions last year. That's up from 122% in 2016. Go team!

SOURCE: LEICHTMAN RESEARCH GROUP + COMPANY DATA

## It's About Time!

**WHAT'S INTERESTING:** The younger you are, the more time you spend watching video (or playing video games) from a connected TV screen. That's according to Nielsen, which found persons 18-34 devoted an average of nearly seven hours and 20 minutes per week using a TV-connected device such as an Apple TV, Roku, Xbox system or something else that plugs into the HDMI port. Conversely, older Americans tend to watch more traditional television, either live or time-shifted, and spend more time listening to the radio.

### Average hours:minutes per week among...

	Adults 18+	18-34	35-49	50-plus
Live + DVR/Time-shifted TV	31:06	16:00	26:59	43:17
App/web on smartphone	17:13	18:53	20:36	14:16
AM/FM radio	12:48	10:28	13:28	13:57
Internet on a computer	6:04	4:40	8:07	5:52
TV-connected device (DVD, game console, multimedia device)	4:27	7:19	4:51	2:21
App/web on tablet	4:01	3:32	5:18	3:13

SOURCE: NIELSEN COMPARABLE METRICS REPORT, Q2 2017

## The DOCSIS Evolution

### DOCSIS 1.0

**WHAT'S INTERESTING:** The newest DOCSIS iteration breaks new ground by allowing upstream and downstream traffic to concurrently use the same spectrum, doubling the efficiency — and opening the door for users to contribute any manner of digital content back up into the network. Here's how CableLabs describes it: "Unlike FDD (frequency division duplexing) where spectrum is split between the upstream and downstream (as in current DOCSIS networks), or TDD (time division duplexing) where spectrum is time shared between upstream and downstream traffic, full duplex communication enables upstream and downstream traffic to efficiently use the same spectrum at the same time."

Highlights	Initial cable broadband technology
Downstream capacity	40 Mbps
Upstream capacity	10 Mbps
Production date	1997