



# DATAPOINTS

## Running the Numbers

“Datapoints” is researched and written exclusively for Broadband Library by industry analyst Stewart Schley

### 66 Percent and Rising

U.S. residential broadband Internet connections by type

Provider category	Q1 net additions	Total at March 31	Market share
Top cable companies	925,511	65,271,285	66.1%
Top telcos	18,250	33,452,852	33.9%
<b>Total U.S.</b>	<b>943,761</b>	<b>98,724,105</b>	<b>100.00%</b>

SOURCE: LEICHTMAN RESEARCH GROUP

**WHAT'S INTERESTING:** Cablecos continue to dominate the U.S. residential broadband market, with providers representing more than 95 percent of the industry adding nearly 1 million subscribers in the first three months of 2019. It's possible the gap will shrink modestly over time as AT&T extends its fiber footprint beyond the 12 million passings reported early this year. But realistically, and/or until a displacing technology gains traction, cable's lead appears to be all but insurmountable.



### How Streamers Find Their Shows

Search activities among streaming video users

Tune into favorite channels	58%
Scan through TV channels	44%
Check descriptions on TV guide/menu	39%
Browse menus on subscription services	33%
Browse list of recorded shows on DVR	31%
Check out short clips online	27%
Watch recommendations from STB guide or subscription service menus	26%
Watch something different than usual	24%
Decide not to watch and do another activity	21%

SOURCE: NIELSEN TOTAL AUDIENCE REPORT, Q1 2019

**WHAT'S INTERESTING:** Nielsen's latest deep-dive into TV viewing behaviors came up with some harsh conclusions about the utility of today's prevailing content-recommendation techniques: "Judging by respondents' sentiment, streaming platforms looking to dislodge these ingrained consumer habits with their algorithmic title suggestions based on previous subscriber choices still have a long way to go," the research company concluded. Based on the data above, that may be true: Nielsen found fully 21% of streaming video subscribers routinely abandon any attempt to find something to watch and turn to another activity.

### What Happened To My Bundle?

Top consumer frustrations with streaming services

Complaint	% citing
Shows we like disappear from streaming services	57%
Hard to find desired content when it's spread across multiple services	48%
We need multiple subscriptions to watch what we want	47%

SOURCE: DELOITTE DIGITAL MEDIA TRENDS SURVEY, 2019

**WHAT'S INTERESTING:** New video streaming services coming from Disney, WarnerMedia and NBCU already are roiling the market, as popular shows like WarnerMedia's "Friends" and NBCU's "The Office" are set to disappear from Netflix and pop up elsewhere, on owner-operated services. Those are just some examples of how streaming is not just redefining television but provoking its own set of consumer frustrations. There's irony aplenty here, in that the data expressed above reflect a desire to return to a time when singular video bundles made a wide range of desired content available within a common framework. Cable companies should take notice, as there still appears to be a place in the market (and in the hearts of customers) for conjoined video offerings.

### How Cable's Voice Is Changing

Comcast voice subs by type (in 000s)

	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019
Wireline voice customers	11,498	11,482	11,447	11,449	11,396	-0.9%
Wireless lines	577	781	1,009	1,236	1,405	143.5%

**WHAT'S INTERESTING:** Top cablecos are making impressive headway in the wireless voice domain, with the No. 1 operator Comcast now counting more than 1.4 million subscribers to its Xfinity Wireless service, and other cablecos also now in the game. The upside here isn't just about building the number of accounts; wireless also looms large as a lever for encouraging broader service bundles, creating a pathway for four-play (voice, wireless, video and data) packages and other combinations that can help to cement customer relationships for the long haul.



SOURCE: COMCAST

