

# Running the Numbers

“Datapoints” is supplied by MS Consulting LLC

## Cable’s Mobile Market Share Growth Passes 50%

**WHAT’S INTERESTING:** Cable’s burgeoning share of postpaid mobile additions grew in 2022, but Charter’s Spectrum One deal launch in Q4 ’22 has propelled the cable industry past the 50% mark of all new mobile additions in 2023. Wireless carriers downplay the trend, saying cable is giving away free lines, although Wall Street analysts put that free line figure at less than 20% of additions. Industry eyes will be on Charter’s Q4 ’23 numbers, when bundled subs come off the Spectrum One promotional rolloff.



**POSTPAID MOBILE SUBSCRIBER ADDITIONS**

	Q1 '22	Q2 '22	Q3 '22	Q4 '22	Q1 '23	Q2 '23
<b>Wireless</b>	988,000	1,321,000	1,373,000	1,624,000	699,000	950,000
<b>Cable</b>	687,000	679,000	720,000	969,000	1,028,600	960,300

SOURCE: COMPANY REPORTS



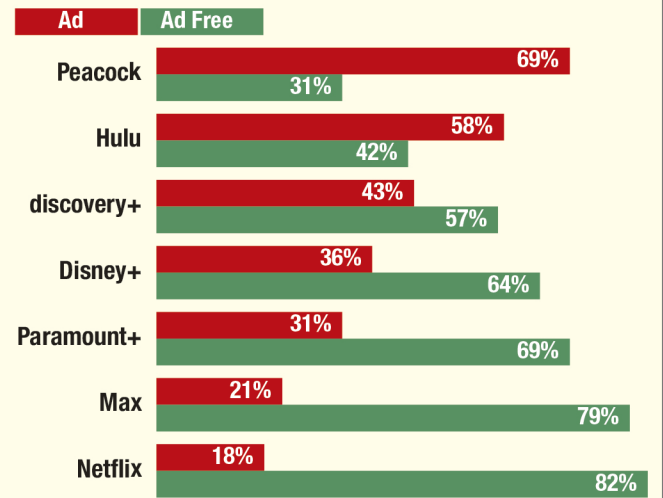
	2 Gbps	3 Gbps	5 Gbps	8 Gbps	10 Gbps
<b>AT&amp;T</b>	Y		Y		
<b>Verizon</b>	Y				
<b>Frontier</b>	Y		Y		
<b>Lumen</b>		Y		Y	
<b>Ziply</b>	Y		Y	Y	Y
<b>Consolidated</b>	Y		Y		

SOURCE: COMPANY WEBSITES

## Multigigabit Speed Tiers Proliferating

**WHAT’S INTERESTING:** Cable’s competitors continue to ratchet up speed tiers, going beyond the 1 Gbps threshold, to as high as 10 Gbps. Nevermind the cost and usage on those tiers may not be practical, the arms race continues. A better calculus is how much those beacon speeds are impacting subscribers and broadband revenue growth trends.

**STREAMING SIGNUPS BY PLAN TIER (YTD AS OF JUNE 30)**



SOURCE: ANTENNA

## Streamers Boost Ad Tier Subscriptions

**WHAT’S INTERESTING:** New ad supported tiers are paying off for Disney+ and Netflix, with solid signup rates of between 18% and 36% in their embryonic state. Streamers are pushing the ad tier strategy further by raising rates on ad free tiers, creating a greater delta to incent subscribers to sign up for ad tiers, which programmers hope will produce higher ARPU long term.

## Niche Streamers Rely on Amazon for Growth

**WHAT’S INTERESTING:** There is a wide gap in where niche versus large scale streamers get their subscriber growth. Some 60% of the growth from major streamers, like Max and Disney+, comes directly from consumers, without a middleman. Niche streamers see less than 10% growth coming directly, and 66% from Amazon. The Charter-Disney deal could alter these trends, however, if pay TV providers take a greater role in signups via new hybrid tiers on platforms like Xumo.

	Premium	Niche
<b>Direct</b>	61%	8%
<b>Amazon Channels</b>	9%	66%
<b>Amazon Fire TV</b>	1%	1%
<b>iTunes</b>	18%	10%
<b>Roku apps</b>	5%	5%
<b>Roku Channel</b>	>1%	5%
<b>Google Play</b>	3%	2%
<b>Hulu</b>	3%	1%
<b>YouTube TV</b>	>1%	1%



SOURCE: ANTENNA: 2023

IMAGES: SHUTTERSTOCK