

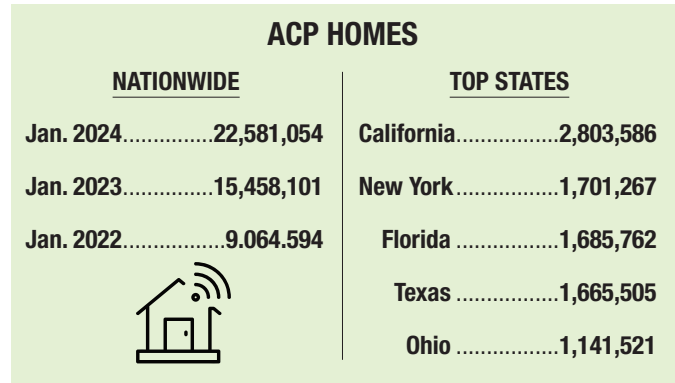
# DATAPOINTS

## Running the Numbers

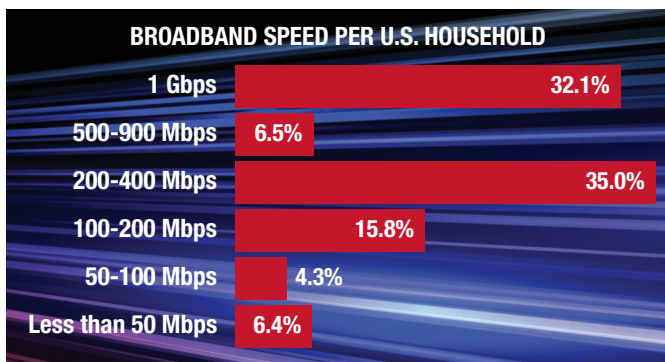
"Datapoints" is supplied by MS Consulting LLC

### ACP Heads to Spring Reckoning

**WHAT'S INTERESTING:** The Affordable Connectivity Program is due to run out of funds by April, according to some estimates, unless Congress acts. The program now counts more than 22 million homes in the program, more than double two years ago. ACP has proponents across party lines and the top five states, by subscribers, reflect that fact: three are traditional red states and two are traditionally blue. But there is no guarantee new funding will be authorized, and if so, at what levels. How providers react to retain those subscribers, in a tough broadband competitive environment, will impact overall broadband subscriber trends in 2024.



SOURCE: UNIVERSAL SERVICE ADMINISTRATIVE CO.

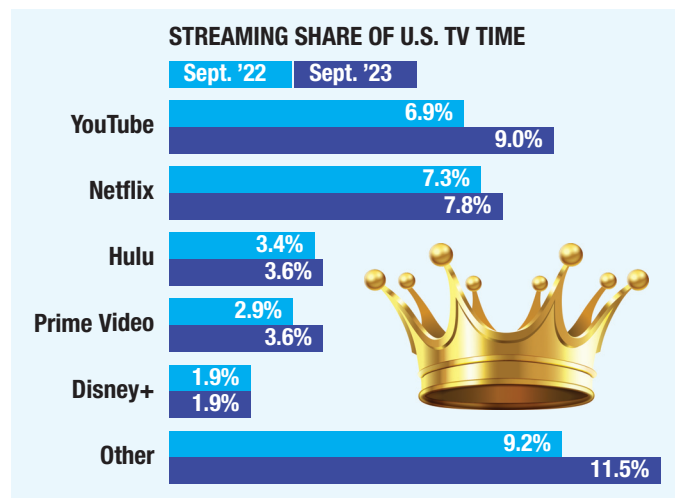


SOURCE: OPENVAULT

### 1 Gbps Subs near 1/3 of Population



**WHAT'S INTERESTING:** 2023 saw a huge increase in the number of broadband subscribers on tiers at 1 Gbps or above. As of Q3 '23, some 32.1% of broadband homes had those speeds, a near doubling from just 18.1% in Q1 '23. With higher speed tier launches and provider efforts to migrate subs to higher tiers, the 40% level could be reached sometime in 2024.



SOURCE: NIELSEN

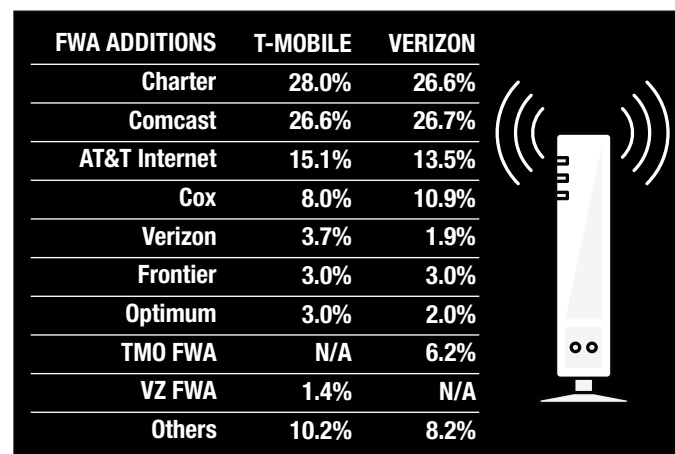
### YouTube Takes TV Streaming Crown

**WHAT'S INTERESTING:** Netflix Chairman Reed Hastings has long claimed the true competitor to Netflix wasn't other streamers as much as where consumers spend their time, with YouTube and online gaming often mentioned. Recent Nielsen data bears that thesis out, as TV time spent with YouTube has now surpassed Netflix. But Netflix, Prime Video and even Hulu all posted higher time spent, year over year, boosting streaming to 37.4% in Q3 '23.

### FWA Adds Come From Cable, But Also Telco and Even Other FWA

**WHAT'S INTERESTING:** It's no real surprise that about 65% of FWA additions are coming from the big cable operators, but the pattern after that is striking. AT&T is losing the third highest percentage of broadband subs to FWA, despite its fiber rollout. And there also is the beginning of internecine warfare between T-Mobile FWA and Verizon FWA with 6.2% of Verizon FWA subs coming from T-Mobile. Expect that internal FWA cannibalization to grow in 2024 as AT&T increases its rollout and interest in Internet Air in order to save its IP/DSL plant broadband subscribers.

IMAGES: SHUTTERSTOCK



SOURCE: COKULA