



LRG

Leichtman Research Group

FOR IMMEDIATE RELEASE

ABOUT 3,500,000 ADDED BROADBAND FROM TOP PROVIDERS IN 2023

Top Providers Added Nearly 16 Million Broadband Subscribers in the Past Four Years

Durham, NH – March 7, 2024 – Leichtman Research Group, Inc. (LRG) found that the largest cable and wireline phone providers and fixed wireless services in the U.S. – representing about 96% of the market – acquired about 3,520,000 net additional broadband Internet subscribers in 2023, similar to a pro forma gain of 3,530,000 subscribers in 2022.

The top broadband providers account for about 114.7 million subscribers, with top cable companies having 76.1 million broadband subscribers, top wireline phone companies having over 30.7 million subscribers, and top fixed wireless services having over 7.8 million subscribers.

Findings for the year include:

- The top cable companies lost about 65,000 subscribers in 2023 – compared to about 530,000 net adds in 2022
- The top wireline phone companies lost about 80,000 total broadband subscribers in 2023 – compared to about 180,000 net losses in 2022
 - Wireline Telcos had about 1.97 million net adds via fiber in 2023, offset by about 2.05 million non-fiber net losses
- Fixed wireless/5G home Internet services from T-Mobile and Verizon added about 3,665,000 subscribers in 2023 – compared to about 3,185,000 net adds in 2022
 - Fixed wireless services accounted for 104% of the total net broadband additions in 2023, compared to 90% of the net adds in 2022, and 20% of the net adds in 2021

“Top broadband providers added about 3.5 million subscribers in 2023, similar to the number of broadband adds in 2022,” said Bruce Leichtman, president and principal analyst for Leichtman Research Group, Inc. “Over the past four years, top providers added about 15.9 million broadband subscribers, compared to about 10.2 million net broadband adds in the prior four (pre-pandemic) years.”

Broadband Providers	Subscribers at end of 2023	Net Adds in 2023
Cable Companies		
Comcast	32,253,000	(66,000)
Charter	30,588,000	155,000
Altice	4,517,900	(114,100)
Cable One	1,059,300	(1,100)
Breezeline^	663,286	(29,184)
Other major private companies*	7,020,000	(8,000)
Total Top Cable	76,101,486	(63,384)
Wireline Phone Companies		
AT&T	15,288,000	(98,000)
Verizon	7,650,000	166,000
Frontier^	2,943,000	75,000
Lumen	2,758,000	(279,000)
Windstream**	1,175,000	0
TDS	539,800	29,800
Consolidated	393,219	25,761
Total Top Wireline Phone	30,747,019	(80,439)
Fixed Wireless Services		
T-Mobile	4,776,000	2,130,000
Verizon^	3,067,000	1,536,000
Total Top Fixed Wireless	7,843,000	3,666,000
Total Top Broadband	114,691,505	3,522,177

Sources: The Companies and Leichtman Research Group, Inc.

* Includes LRG estimates for Cox and Mediacom

** LRG estimate

^ Includes reporting adjustments by the company

TDS residential subscribers include 336,900 wireline subscribers and 202,900 cable subscribers

Company subscriber counts may not solely represent residential households – about 7.5% of the total are non-residential

Top broadband providers represent approximately 96% of all subscribers

Net additions reflect pro forma results from system sales and acquisitions, reporting adjustments, and changes to the list of top providers – therefore, comparing totals in this release to prior releases will not produce accurate findings

About Leichtman Research Group, Inc.

Leichtman Research Group, Inc. (LRG) specializes in research and analysis on the broadband, media and entertainment industries. LRG combines ongoing consumer research studies with industry tracking and analysis, to provide companies with a richer understanding of current market conditions, and the adoption and impact of new products and services. For more information about LRG, please call (603) 397-5400 or visit www.LeichtmanResearch.com.

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