THE CONVERGENCE RESEARCH GROUP LTD.

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The Battle for the American Couch Potato: Bundling, Television, Internet, Telephone, Wireless

March 2025

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Commentary

Since 2003, we have published our Couch Potato Report series every year. **The Battle for the American Couch Potato: Bundling, TV, Internet, Telephone, Wireless**, **March 2025**, (97 pages), contains analysis of product offers (including prices), strategy, subscriber & financial performance metrics (including forecasts) by Company & Market. In addition to Convergence analysis, sources include company interviews, annual/quarterly reports & presentations, US Census.

Commentary, please see Table of Contents for what is included in this Report:

We estimate 2024 saw a decline of 6.5 million US Cable, Satellite, Telco TV subscribers, and we forecast a decline of 5.6 million TV subs in 2025; US TV subscribers declined by 12% in 2024 and we forecast on average 12% declines/annum through 2027.

We estimate 2024 US Cable, Satellite, Telco TV access (subscription) revenue declined 10% to $70 billion and forecast on average 10% declines/annum through 2027, with ARPU growth remaining in the X%/annum range.

As illustrated in our US Cord Cutter/Never Household Model, as of YE2024 we estimate X million US households (64% of HHs) did not have a TV subscription with a Cable, Satellite, or Telco TV access provider, and we forecast a rise to 76% of HHs YE2027.

Extending out forecasts to YE2030 from YE2024, demonstrates a decline of more than X of TV subs and annual TV access revenue, and an over X% increase in cord cutter/never households. Net-net traditional TV access is well into becoming a niche product.

We estimate over 1.7 million US residential broadband subscribers were added in 2024 (far lower than 2023 and previous recent years), and revenue grew 5% to $95 billion. Our 2025-2027 sub forecasts see slightly higher sub additions and slightly lower revenue growth. While Cable continues to maintain the lions' share of residential broadband subs, Cable's annual share of net additions has fallen precipitously due primarily to T-Mobile and Verizon.

Residential US wireline telephone annual line loss is declining in the high-teen percentage range, with Cable and Telco splitting market share. Wireless-only household penetration continues to rise, we estimate over 87% of US households will no longer have a landline YE2027.

T-Mobile continues to lead AT&T and Verizon on annual subscriber additions. Cable's small market share continues to rise.