

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

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# Contents

<b>COMMENTARY .....</b>	<b>6</b>
<b>SECTION ONE: US TV MARKET BATTLE.....</b>	<b>8</b>
Estimated US Total TV Subscribers by Cable and Satellite/Telco, 2024-2028 .....	8
US Cable Versus Satellite/Telco Subscribers: Estimated TV Market Share, 2024-2028 .....	9
Estimated US Cable and Satellite/Telco TV Net Subscriber Additions and Growth, 2024-2028.....	9
Estimated US TV Subscribers by Comcast, Charter, Optimum, Cox, DirecTV, Dish, Verizon, 2024-2028.....	10
Estimated TV Subscribers by Breezeline, Cable One, Frontier, TDS, 2024-2026 .....	11
Estimated US TV Access Revenue by Cable and Satellite/Telco, and ARPU, 2024-2028.....	11
Estimated TV Access Revenue by Comcast, Charter, Cox, Optimum, DirecTV, Dish, 2024-2028.....	12
Estimated TV ARPU by Comcast, Charter, Optimum, Cox, DirecTV, Dish, 2024-2028.....	12
US Cord Cutter/Nevers: Critical Mass.....	13
US Cord Cutter/Never Household Model, 2013-2028 .....	13
US Cable and Satellite/Telco TV: Trajectory Remains .....	14
Comcast, Charter, Cox, Optimum: Subscriber Trajectories, Rate Increases, TV Package Prices, Bundles.....	15
DirecTV/U-verse: TPG, Subscriber Trajectory, Rate Increases, New Plans, TV, Internet, Telephone Prices, Bundles, Fiber Network Expansion and Subscriber Growth, DSL Decline.....	18
Dish: Subscriber Trajectory, Rate Increases, TV Package Prices .....	20
Verizon: Fios Network & Subscriber Metrics, Fixed-Wireless Growth, DSL Decline, Review of TV, Internet, Telephone Prices and Packages.....	21
<b>SECTION TWO: US INTERNET ACCESS MARKET BATTLE .....</b>	<b>23</b>
Estimated US Residential Internet Subscribers by Cable, Telco, Other Broadband, and as Percentage of US Households, 2024-2028.....	23
US Residential Cable Versus Telco Versus Other Broadband Subscribers: Estimated Market Share, 2024-2028 .....	24

US Residential Cable Versus Telco Internet Subscribers: Estimated Market Share, 2024-2028 .....	24
Estimated US Cable, Telco, Other Net Internet Subscriber Additions and Growth, 2024-2028.....	25
Estimated Share of US Internet Subscriber Additions by Cable, Telco, Other 2024-2028.....	25
Estimated Residential Internet Subscribers by Comcast, Charter, Cox, Optimum, AT&T, Verizon, Lumen, Frontier, 2024-2028 .....	26
Estimated Residential Internet Subscribers by Breezeline, Cable One, TDS, Uniti, 2024-2026 .....	27
Estimated AT&T, Verizon, Frontier, Comcast, Charter, Optimum, Cox, Non-Residential Internet Subscribers, 2024-2026.....	27
Estimated US Residential Internet Access Revenue by Total Internet, Cable, Telco, Other Broadband, and ARPU, 2024-2028 .....	28
Estimated Residential Internet Access Revenue by AT&T, Lumen, Frontier, Verizon, Charter, Comcast, Cox, Optimum, 2024-2028 .....	28
Estimated Residential Internet Access ARPU by AT&T, Lumen, Frontier, Verizon, Charter, Comcast, Cox, Optimum, 2024-2028 .....	29
T-Mobile and Verizon Continue to Disrupt King Cable, Maturation/Penetration.....	30
AT&T, Frontier, Lumen, Verizon: Prices, Speeds, Bundle Offers, Network & Subscriber Trajectories .....	32
Optimum, Charter, Comcast, Cox, Optimum: Prices, Speeds, Caps/Overage, Bundle Offers, Network & Subscriber Trajectories.....	38
Other Broadband: Google, HughesNet, Starlink, T-Mobile, ViaSat.....	42
<b>SECTION THREE: US WIRELINE TELEPHONE BATTLE.....</b>	<b>43</b>
Estimated US Wireline Cable Telephone, Residential Cable Telephone, Residential Telco, Total Residential Telephone Subscribers, Cable Residential Telephone Market Share, 2024-2028.....	43
Estimated Wireline Telephone Subscribers by Comcast, Charter, Optimum, Cox, 2024-2028 .....	43
Estimated US Wireline Residential Telephone Lines and Line Loss by AT&T, Verizon, Frontier, Total Telco (includes Other), 2024-2028 .....	44
Estimated Annual Residential Telephone Line Loss by Cable, by Telco, and by Total, 2024-2028.....	44
Estimated Wireline Telephone Subscribers by Breezeline, Cable One, TDS, 2024-2026 .....	45
Estimated US Wireless-Only Household Penetration, 2024-2028.....	45

Telephone Line Loss and Wireless-Only Household Penetration Growth .....	46
AT&T, Frontier, Lumen, Verizon’s Residential Telephone Offers & Pricing, Subscriber Trajectories.....	47
Charter, Comcast, Cox, Optimum, Residential Telephone Offers & Pricing, Subscriber Trajectories.....	49
<b>SECTION FOUR: US WIRELESS TELEPHONE BATTLE.....</b>	<b>51</b>
Estimated US Wireless Subscribers, Net Additions, Subscriber Growth, Population, Penetration of Population, 2024-2026.....	51
Estimated Wireless Subscribers by AT&T, T-Mobile, Verizon, Other, 2024-2026 .....	52
Estimated Wireless Subscriber Market Share by AT&T, T-Mobile, Verizon, Other 2024-2026.....	52
Estimated Wireless Postpaid and Prepaid Subscribers by AT&T, T- Mobile, Verizon, 2024-2026.....	53
Estimated Wireless Subscribers by Optimum, Charter, Comcast, Cox, 2024-2026 .....	54
Estimated Wireless Revenue by Charter, Comcast, Optimum, 2024- 2026 .....	54
Estimated Wireless Service Revenue by AT&T, T-Mobile, Verizon, 2024-2026 .....	55
Estimated Wireless Service ARPU by AT&T, T-Mobile, Verizon, and Total Weighted Average ARPU, 2024-2026 .....	55
Estimated Churn by AT&T, T-Mobile, Verizon, 2024 and 2025.....	55
Estimated US Wireless-Only Household Penetration, 2024-2028.....	56
AT&T, Verizon, T-Mobile: Offers & Pricing .....	57
Charter, Comcast, Cox, Optimum, Dish: Offers & Pricing, MVNO Agreements, Spectrum.....	59
AT&T, Verizon, T-Mobile, Subscriber, Spectrum Status.....	62
<b>SECTION FIVE: PROFILES .....</b>	<b>68</b>
AT&T Inc./DirecTV .....	69
Charter Communications Inc .....	73
Comcast Corp. ....	75
Cox Communications .....	77
Dish Network .....	79
Frontier Communications Corp.....	81
Lumen Technologies.....	82

Optimum Communications.....	83
T-Mobile US Inc.....	85
Verizon Communications Inc.....	88

## 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 2026**, (91 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 2025 saw a decline of 4.4 million US Cable, Satellite, Telco TV subscribers, and we forecast a decline of 4 million TV subs in 2026; we estimate US TV subscribers declined by 9% in 2025 and we forecast on average 9% declines/annum through 2028.

We estimate 2025 US Cable, Satellite, Telco TV access (subscription) revenue declined 10% to \$64 billion and forecast on average 8.5% declines/annum through 2028.

Charter in particular is helping slow the rate of decline but net-net traditional TV access is well into becoming a niche product.

As illustrated in our US Cord Cutter/Never Household Model, as of YE2025 we estimate X million US households (67% 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 YE2028.

We estimate 2.7 million US residential broadband subscribers were added in 2025 and revenue grew 4% to \$67 billion. Our 2026-2028 sub forecasts see similar annual sub additions and 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, Verizon and AT&T.

Residential US wireline telephone annual line loss continues to decline in the X percentage range, with Cable and Telco splitting market share. Wireless-only household penetration continues to rise, we estimate X% of US households will no longer have a landline YE2028.

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