

TABLE 1: Cable Television Industry Growth: 1994 - June 2003 (in millions)³⁷

Year	TV Households ("TH") ³⁸		Homes Passed ("HP") ³⁹		Basic Subscribers ("Subs") ⁴⁰		HH Passed by Cable (HP/TH)	HHs Subscribing (Subs/TH)	U.S. Penetration (Subs/HP)
	Total	% Change Over Prior Yr	Total	% Change Over Prior Yr	Total	% Change Over Prior Yr			
1994	95.4	1.3%	91.6	1.1%	59.5	4.0%	96.0%	62.4%	65.0%
1998	99.4	1.4%	95.6	1.7%	65.1	1.4%	96.2%	65.5%	68.1%
1999	100.8	1.4%	97.6	2.1%	65.9	1.2%	96.8%	65.4%	67.5%
2000	102.2	1.4%	99.1	1.5%	66.6	1.1%	97.0%	65.2%	67.2%
2001	105.4	3.1%	100.6	1.5%	66.9	0.5%	95.4%	63.5%	66.5%
2002	106.7	1.2%	102.7	2.1%	66.1	-1.2%	96.3%	61.9%	64.4%
June 2003	106.7	0.0% ⁴¹	103.5	0.8% ⁴²	65.9	-0.3% ⁴³	97.0%	61.8%	63.7%

23. **Subscribership.** Over the past decade, the number of cable subscribers grew from 58.4 million in 1994 to 65.1 million in 1998, peaked with 66.9 million subscribers in 2001, and then declined to an estimated 65.9 million in June 2003, as shown in Table 1 above. The number of subscribers first declined in 2002 and is estimated to fall further in 2003. For example, Cablevision lost 15,552 basic

³⁷ Historical data in this table may differ from those previously reported because some data have been updated by the source.

³⁸ The 2002 and estimated June 2003 TV Household numbers are reported by Kagan World Media as total U.S. TV households. The numbers are derived from Nielsen Media Research and Kagan estimates. Kagan World Media, *Broadband Cable Financial Databook*, Aug. 2003, at 11 ("Cable Databook").

³⁹ The 1994 through 2002 homes passed numbers are reported by Kagan as residential cable homes passed. The June 2003 homes passed estimate is an average calculated from the 2002 and 2003 projection of occupied cable homes passed. *Cable Databook* at 9, 11.

⁴⁰ The 1994 through 2002 basic subscriber numbers are reported by Kagan as basic subscribers. The June 2003 basic subscriber estimate is an average calculated from the 2002 and 2003 projection of total basic cable subscribers. *Cable Databook* at 9, 11. According to NCTA, there were 70.49 million cable subscribers at the end of June 2003. NCTA Comments at 8. NCTA's estimate of cable subscribers is more than the number of basic subscribers reported in Table 1 above. This is likely due to differing measurement methodologies and data.

⁴¹ Percentage change from December 2002 to June 2003.

⁴² *Id.*

⁴³ *Id.*