



CTAM COVID Broadband Adoption Study

Important Take-Aways

1

During the pandemic, the cable industry provided a bridge to the unconnected.

| Almost 40% of cable connects were new (or first-time) subscribers.

2

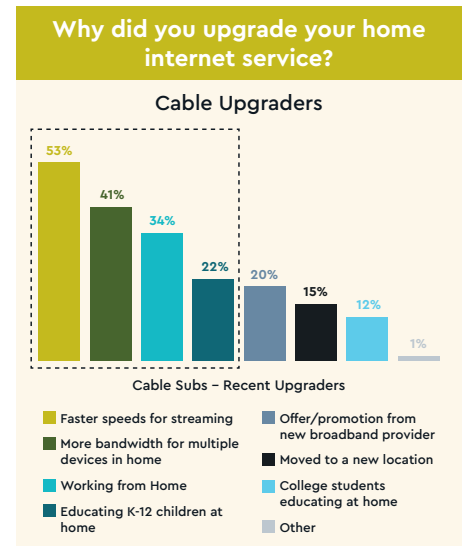
Cable fulfilled new pandemic-related needs.

Those who recently switched their broadband service or were new subscribers with cable companies cited doing so for faster speeds for streaming during COVID (53%).

| Of those who switched to cable, 66% opted for a higher value package.

| Reasons Why Cable Subs Upgraded Home Internet Service:

- Create more bandwidth for multiple devices (41%);
- Work from home (34%); and
- Educate K-12 children from home (22%)



3

Cable Customers are More Likely to Remain After COVID.

| About six out of ten (57%) of all new broadband connects said they would keep the service after COVID, with about eight out of ten (79%) of cable connects saying they would stay.

4

Understanding cable broadband customers' post-pandemic needs and lifestyles, specifically among urban Millennials is key to retaining and attracting new connects.

| Recent broadband subscribers are likely to be younger millennials (58%) with children (26%), living in an urban setting (59%) with half (50%) as higher income earners of \$100K+.

| Cable attracted Working Young Mothers, but the most industry connects were contributed by Urban Millennial Fathers.



Source: CTAM Broadband Adoption Study, May 2020.