

## RESEARCH NOTE | 4.21.2011

### BROADBAND PENETRATION

This month Centris took a look at the state of broadband deployment in the United States. For purposes of our study, we defined broadband as a household with a cable modem, DSL, fiber, wireless or satellite Internet connection through a PC.

The market penetration of broadband continues to increase. This has the effect of providing internet services to an increasing number of households as well as stimulating the economic development that has been associated with broadband capabilities. Most importantly, as broadband deployment increases and network speeds increase, broadband deployment is laying the foundation for Over the Top (OTT) content delivery, as well as new services that will be brought to market in the future.

Our view at Centris is that tracking broadband deployment in the future will not be as important as tracking available speed or bandwidth. The readiness and capacity of infrastructure for new content delivery will become increasingly important.

Centris' data is provided from its daily tracking study. The addressed based sample program interviews approximately 40,000 individuals per year. Questions cover a broad range of communication and entertainment related topics. Clients have the ability to add questions to the survey to answer specific research questions. Responses include a complete set of demographics.

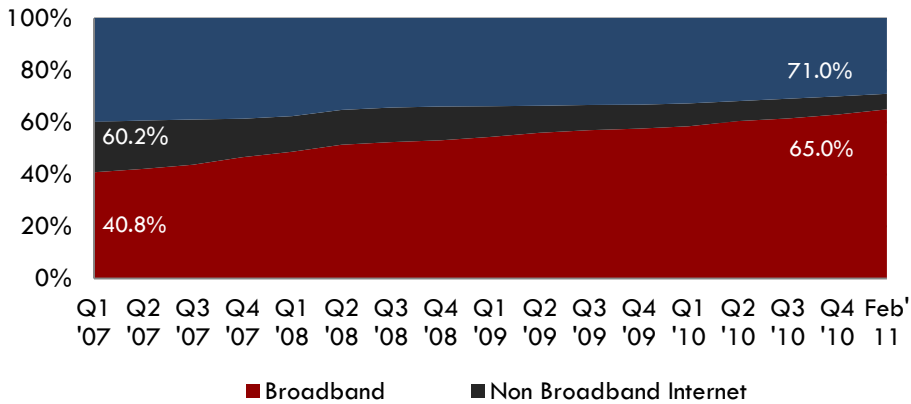
As always we appreciate your comments and suggestions.

Regards,

The Centris Team

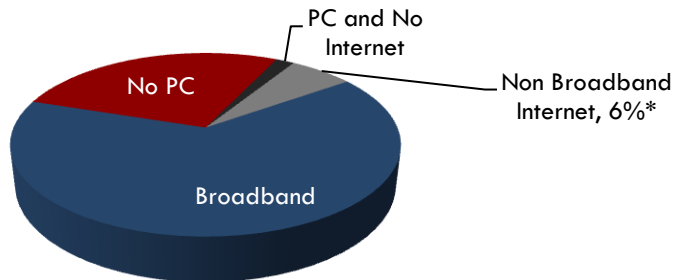
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**Household Total Internet and Broadband Subscriptions Trend, Among Total Households**



**PC and Internet Penetration (Feb. 2011)**

\*Non-Broadband Internet Contains Dial-up and 'Other' Internet Services



**Internet Access Type, Among Internet Households**

