

APPENDIX B

TABLE B-1
Assessment of Competing Technologies

Technology Used	June 02	June 03	June 04	June 05	June 06
(1) TV Households ⁽ⁱ⁾ Percent Change	105,444,330 3.19%	106,641,910 1.14%	108,410,160 1.66%	109,590,170 1.09%	110,213,910 0.57%
(2) MVPD Households ⁽ⁱⁱ⁾ Percent Change Percent of TV Households	87,562,641 1.74% 83.04%	88,312,191 0.86% 84.18%	92,295,766 4.51% 85.14%	94,226,357 2.09% 85.98%	95,784,478 1.65% 86.91%
(3) Cable Subscribers Percent Change Percent of MVPD Total	66,472,000 -0.39% 75.91%	66,050,000 -0.63% 73.58%	66,100,000 0.08% 71.62%	65,400,000 -1.06% 69.41%	65,300,000 -0.15% 68.17%
(4) Wireless Cable Subscribers Percent Change Percent of MVPD Total	490,000 -30.00% 0.56%	200,000 -59.18% 0.22%	200,000 0.00% 0.22%	100,000 -50.00% 0.11%	100,000 0.00% 0.10%
(5) PCO Subscribers Percent Change Percent of MVPD Total	1,600,000 6.67% 1.83%	1,200,000 -25.00% 1.34%	1,100,000 -8.33% 1.19%	1,000,000 -9.09% 1.06%	900,000 -10.00% 0.94%
(6) HSD Subscribers Percent Change Percent of MVPD Total	700,641 -29.94% 0.80%	502,191 -28.32% 0.56%	335,766 -33.14% 0.36%	206,358 -38.54% 0.22%	111,478 -45.98% 0.12%
(7) DBS Subscribers Percent Change Percent of MVPD Total	18,240,000 13.50% 20.83%	20,360,000 11.62% 22.68%	23,160,000 13.75% 25.09%	26,120,000 12.78% 27.72%	27,973,000 7.09% 29.20%
(8) OVS Subscribers ⁽ⁱⁱⁱ⁾ Percent Change Percent of MVPD Total	60,000 0.00% 0.07%				
(9) BSP Subscribers ^(iv) Percent Change Percent of MVPD Total		1,460,000 N/A 1.63%	1,400,000 -4.11% 1.52%	1,400,000 0.00% 1.49%	1,400,000 0.00% 1.46%

Notes:

- (i) Figures are estimates for January.
- (ii) The total number of MVPD households given on this table is the sum of the subscribers to each of the MVPD services listed. The actual total number of MVPD households is likely to be somewhat less than the given figure since some households subscribe to the services of more than one MVPD. *See 1994 Report, 9 FCC Rcd at 7480.* However, the number of households subscribing to more than one MVPD is expected to be low. Hence, the total can be seen as a reasonable estimate of the number of MVPD households.
- (iii) Beginning in 2003, we combined OVS subscribers with BSP subscribers. We are no longer, therefore, reporting a separate number for OVS subscribers.
- (iv) This number includes some, if not all, OVS subscribers, and may double-count some cable subscribers from newer cable overbuild systems. We started reporting this number in 2003, and thus we do not have subscribers for 2002.

Sources:

- (1) Television households: All years, *Nielsen Media Research*.
- (2) Total MVPD households: The sum of the total number of subscribers listed under each of the categories of the various technologies. *See* note (ii) above.
- (3) Cable subscribers: Data for 2003 through 2005 were taken from *Reports, 2003-2005*; 2006 from Kagan Research, LLC, *Kagan's 10-Year Cable TV Industry Projections*, *Broadband Cable Financial Databook 2006* at 11.
- (4) BRS subscribers: 2002 from NCTA Comments for the *2002 Report* at 12; 2003 from NCTA Comments for the *2003 Report* at 8; 2004 from NCTA Comments at 7, n.12; 2005 from NCTA, *Analysis of MVPDs: March 2005*, *Cable Developments 2005* at 15; 2006 from NCTA Comments for the *2006 Report* at 9.
- (5) PCO (SMATV) subscribers: 2002 subscribers from NCTA Comments for the *2002 Report* at 12; 2003 subscribers from NCTA Comments for the *2003 Report* at 8; 2004 subscribers from NCTA Comments at 7, n.12; 2005 from Kagan Media Research, *Media Trends 2005*, at 69; 2006 from Kagan Media Research, *Media Trends 2006*, at 64.
- (6) HSD subscribers: 2002 from SkyReport.com at http://www.skyreport.com/dth_us.htm; 2003 from SBCA Comments for the *2003 Report* at 4; 2004 from *2004 Report*, 20 FCC Rcd at 2798 ¶ 64; 2005 from *2005 Report*, 21 FCC Rcd at 2617; 2006 from *C-Band Numbers Keep Dwindling*, *Satellite Business News FAXUpdate*, July 7, 2005.
- (7) DBS subscribers: 2002 from SkyReport.com at http://www.skyreport.com/dth_us.htm; 2003 from SBCA Comments for the *2003 Report* at 4; 2004 from *2004 Report*, 20 FCC Rcd at 2792 ¶ 54; 2005 from *2005 Report*, 21 FCC Rcd at 2617; 2006 from The DIRECTV Group, Inc., *SEC Quarterly Report Form 10-Q Pursuant to Section 13 or 15(d) of the Securities Act of 1934 for the Quarterly Period Ended June 30, 2006*, at 19, and EchoStar Communications Corp., *SEC Quarterly Report Form 10-Q Pursuant to Section 13 or 15(d) of the Securities Act of 1934 for the Quarterly Period Ended June 30, 2006*, at 28.
- (8) OVS: Beginning in 2003, we combined OVS subscribers with BSP subscribers. We are no longer, therefore, reporting a separate number for OVS subscribers. *See* note (iii) above.
- (9) BSP subscribers: 2003 subscribers from NCTA Comments for the *2003 Report* at 8; 2004 subscribers from BSPA Comments at 6 for the *2004 Report* and Commission estimates; 2005 from *2005 Report*, 21 FCC Rcd at 2617; 2006 subscribers from BSPA Comments at 6 and Commission estimates.