



# U-verse Update: 2Q11

## Improving Customers' Experiences With More Ways to Interact with Service, Content

AT&T U-verse® continues to bring new and better ways for customers to interact and watch their TV content. During the second quarter of 2011, we introduced new Total Home DVR features that allow U-verse customers to pause and rewind live TV on any TV receiver in the home – even when the DVR is connected to another TV. We launched a new TV app that gives customers convenient access to self-support information and tools for their U-verse TV service directly from their TV screen. And we launched Multiviews for popular sporting events. How are customers responding? AT&T U-verse is the fastest growing TV provider in the country, with more TV subscribers added than any of the major TV providers reported from the first quarter of 2009 through the first quarter of 2011. Below is a second-quarter recap on our AT&T U-verse growth and highlights.

### SERVICE GROWTH: Advanced TV Driving Customer Adoption

- **3.4 million U-verse TV customers.**
- **2.0 million U-verse Voice connections.**
- **4.1 million U-verse High Speed Internet customers.**
- More than **90 percent** of U-verse TV customers bundle High Speed Internet.
- More than **75 percent** of U-verse TV customers have a triple- or quad-play.
- AT&T U-verse bundles available in **136 markets (MSAs)** across 22 states.
- More than **29 million living units passed** by our advanced fiber network.
- AT&T U-verse is now approximately an **annual \$6.5 billion** run-rate business.
- ARPU for U-verse triple-play customers is **more than \$170** a month.

### SERVICE EVOLUTION: More Flexibility, More Interactive Apps

- Launched exclusive **Chicago Cubs Multiview**, which lets U100 and above customers view up to four different camera angles of Chicago Cubs home games at one time – marking the first time AT&T has made multi-camera angle functionality available to U-verse TV customers nationwide.
- Offers **more HD channels than the competition** in every market.
- Added new **AT&T U-verse TV Total Home DVR** features that allow users to pause and rewind live TV on any U-verse receiver in the home.
- Launched **AT&T Troubleshoot and Resolve app** that gives you access to self-support information and tools on your U-verse TV screen.
- Offered exclusive free preview of Conan O'Brien's documentary, **Conan O'Brien Can't Stop**, and additional content on U-verse Movies and across screens.
- Launched the **French Open Multiview**, which lets you watch multiple matches on up to four courts at once.
- Launched an exclusive AT&T U-verse offer that **provides significant savings** for existing AT&T wireless customers that sign up for U-verse services, providing more customers with the benefits of quad-play bundle subscriptions.

U-verse TV Subscribers in Service (in millions)



U-verse Voice Connections (in millions)



Living Units Passed by Fiber Network (in millions)

