



# U-verse Update: 4Q10

## AT&T U-verse Multi-Screen Experience Drives Customer Growth to 3 Million

In 2010, AT&T U-verse® significantly expanded the multi-screen experience, with the fourth quarter bringing even more content to more devices for more customers. We launched U-verse TV on Xbox 360, which lets customers use their existing Xbox 360 as an additional U-verse receiver. We expanded U-verse Mobile to several new devices, with the app now available on four operating systems and 13 select smartphones. And for the third year in a row, we were awarded a TelcoTV Vision Award for Service Innovation, this time for our U-verse Mobile app. AT&T U-verse TV had its best quarter of the year, adding 246,000 subscribers to reach 3 million U-verse TV customers in service. Below is a recap on our AT&T U-verse growth and highlights from the fourth quarter.

### SERVICE GROWTH: More Customers Choosing U-verse TV

- **3.0 million U-verse TV customers.**
- **1.7 million U-verse Voice connections.**
- **3.3 million U-verse High Speed Internet customers.**
- More than **90 percent** of U-verse TV customers bundle High Speed Internet.
- **60 percent** of U-verse TV customers bundle U-verse Voice.
- 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 **27 million living units passed** by our advanced fiber network.
- AT&T U-verse services are now a **\$5 billion annualized revenue stream.**

### SERVICE EVOLUTION: More Integration, More Content Across Screens

- Launched **U-verse TV on Xbox 360**, which lets new U-verse TV customers use their Xbox 360 as an additional U-verse receiver to enjoy virtually the same U-verse TV experience and also receive chat and game invitations from friends through Xbox Live while watching live TV.
- Expanded availability of **U-verse Mobile** to Android and Windows Phone 7 operating system, making the app currently available on 13 smartphones and four major operating systems.
- Added **NBA TV** to the U-verse TV lineup, giving customers access to the NBA season through live games and original programming.
- Brought back the popular **Santa Tracker app** for the holiday season, which let our customers visit the North Pole and follow Santa around the globe.
- Launched full access for U-verse TV customers subscribing to HBO and Cinemax to **HBO GO** and **MAX GO**, HBO and Cinemax's online video destinations featuring more than 1,200 hours of streamed programming.
- Honored with the **TelcoTV Vision Award** for Service Provider Innovation for U-verse Mobile.

U-verse TV Subscribers in Service (in millions)



U-verse Voice Connections (in millions)



Living Units Passed by Network (in millions)



All figures as of the end of the fourth quarter of 2010. Geographic and service restrictions apply to U-verse. Call or go to [www.att.com/u-verse](http://www.att.com/u-verse) to see if you qualify. Xbox: Purchase of \$99 Xbox kit required. For existing U-verse TV members, additional \$55 installation charge will apply. Requires subscription to U-verse TV with at least one standard receiver, U-verse High Speed Internet, and Xbox Live. Xbox 360 must be purchased separately and must have hard drive. U-verse Mobile: Download and watch capability available for select content and requires select devices, Wi-Fi connection, and qualifying U-verse TV plan or monthly subscription fee. Downloaded content is available for viewing for limited time periods. Standard data charges may apply.