# Sharing the broadband market: DSL pulls ahead

## Note to Editors: Please source all graphics as DSL Forum and Point Topic

**DSL Forum, December 2004**

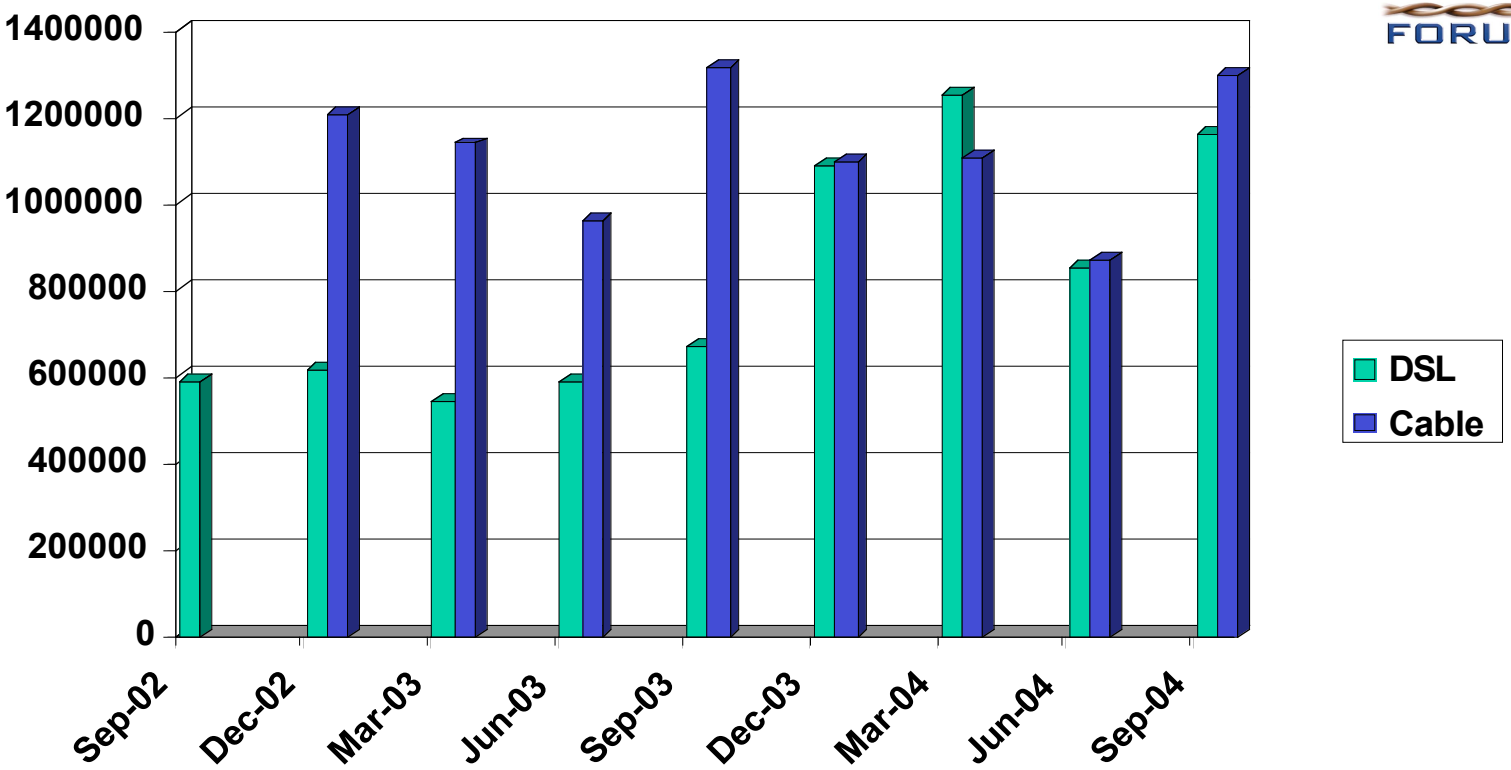
http://www.dslforum.org/

*Publisher www.point-topic.com*

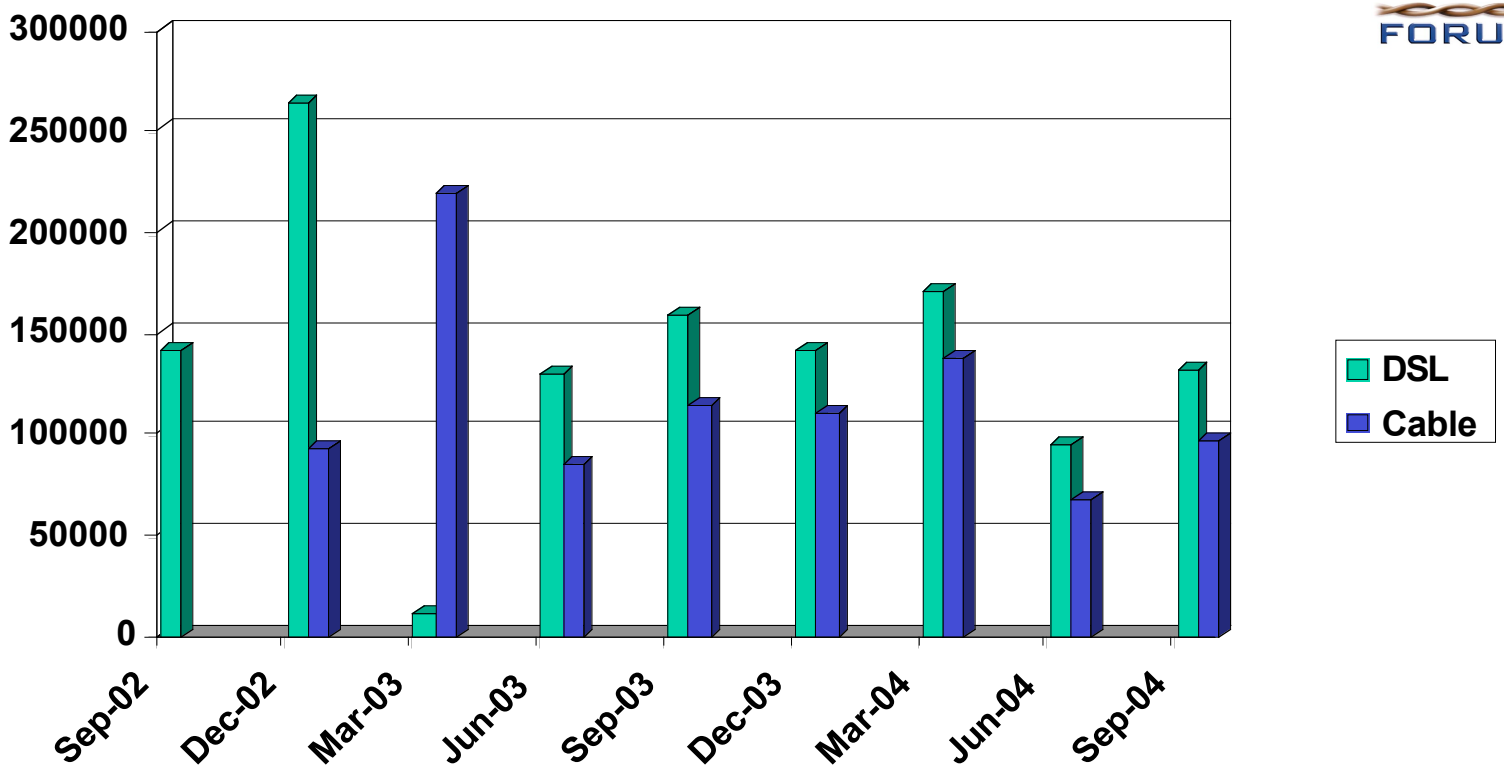
# Key points: how are DSL and cable modems comparing

- Year to September 30, 2004
- Neck-and-neck in the USA for numbers added
  - 4.35m and 4.37m
- DSL gained 3.8% of US market share (to 39.8%)
- In Canada, DSL was 120,000 ahead on numbers
  - Gained 1.9% share, now on 48%
- Still possible to do better
  - DSL is getting a bigger share in other countries with high cable penetration
  - DSL providers are still not leveraging DSL's technical advantages enough

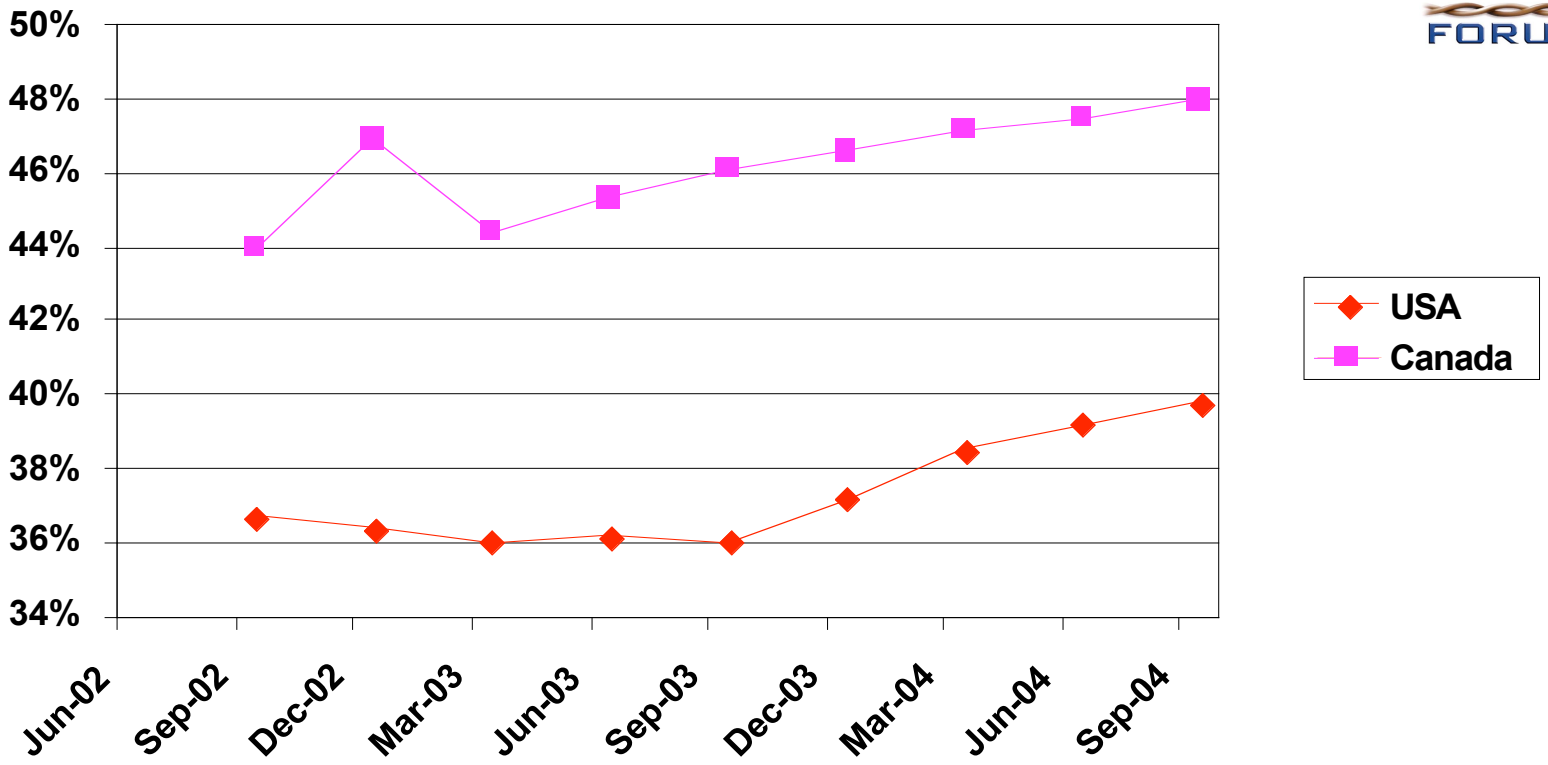
# USA: DSL and cable modems added per quarter



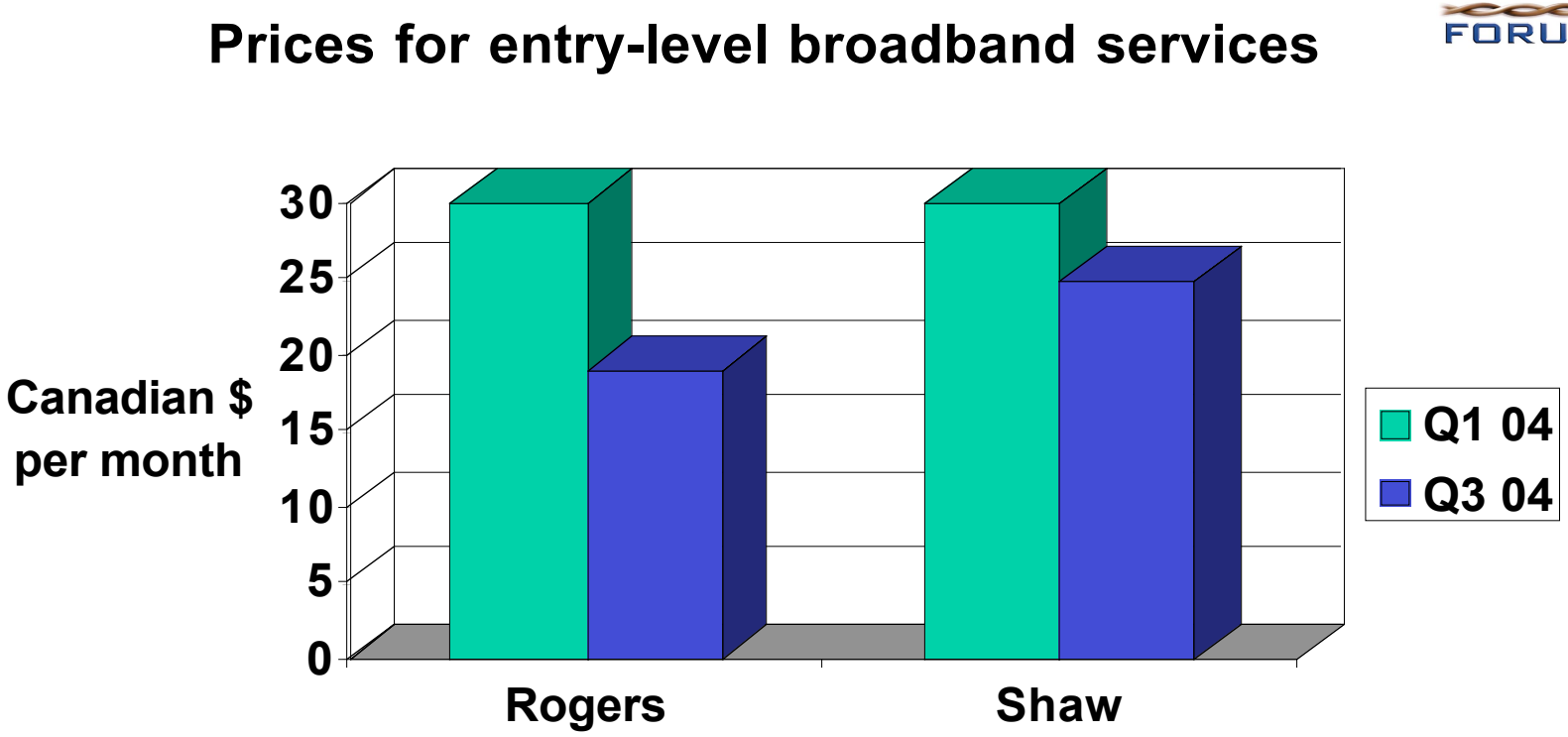
# Canada: DSL and cable modems added per quarter



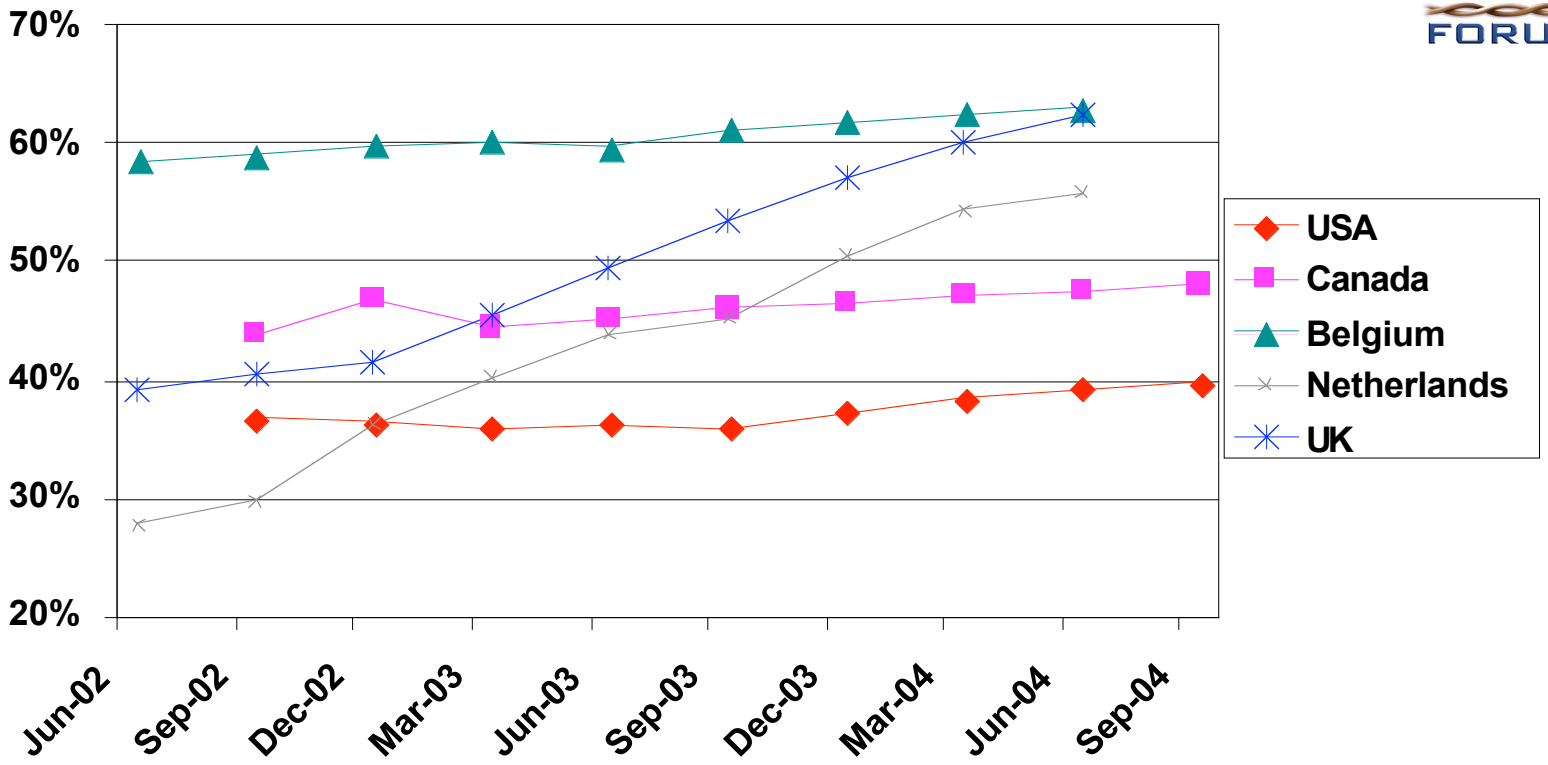
# DSL increases broadband market share in USA and Canada



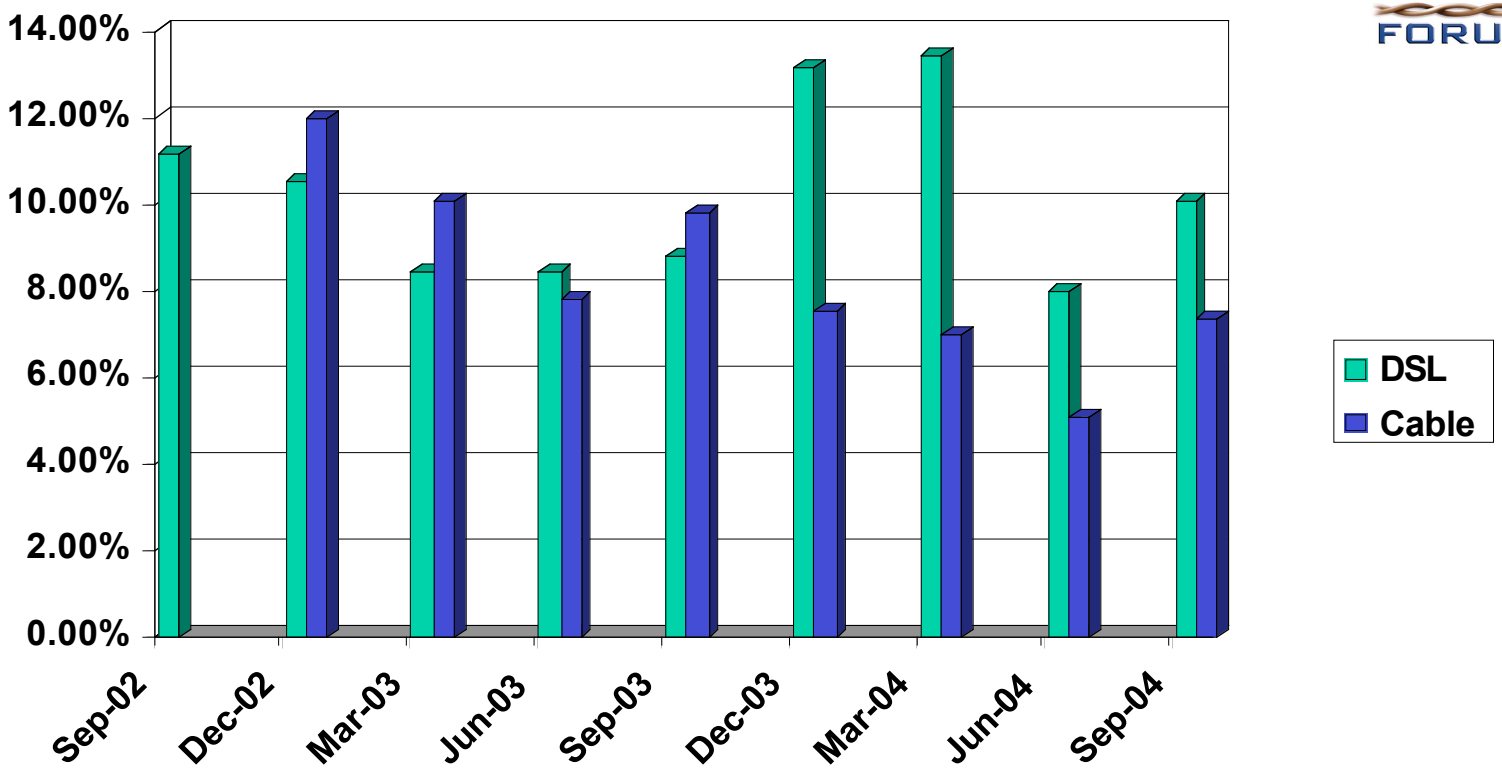
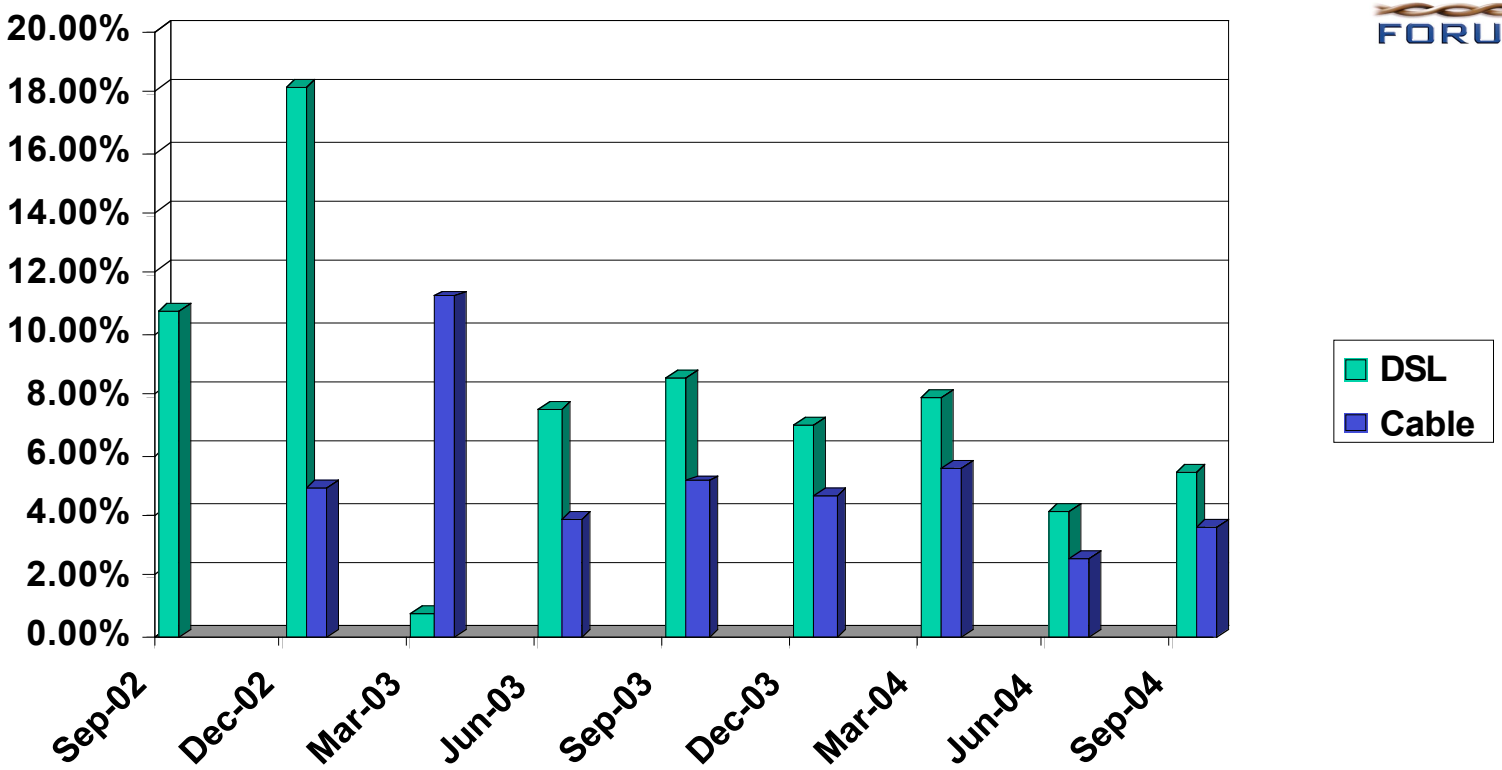
# Canadian cable operators have made big price cuts



# DSL has a bigger share in other "high cable" markets



# USA: % growth of DSL and cable modems per quarter



# Canada: % growth of DSL and cable modems per quarter