**Broadband Subscriptions Bounce Back Due to New Households**

The broadband industry experienced a resurgence in 2018 thanks to the formation of new households, from which 44% of new subscriptions came. Total broadband subscriptions increased by 3.3 million last year.

***Multichannel News 3/6/19***

[***https://www.multichannel.com/news/moffett-new-household-formation-boosts-broadband***](https://www.multichannel.com/news/moffett-new-household-formation-boosts-broadband)

***Image credit:***

[***https://www.lbhf.gov.uk/sites/default/files/newsarticle/broadband-on-streets.jpg***](https://www.lbhf.gov.uk/sites/default/files/newsarticle/broadband-on-streets.jpg)