

Cord-cutting in the United States

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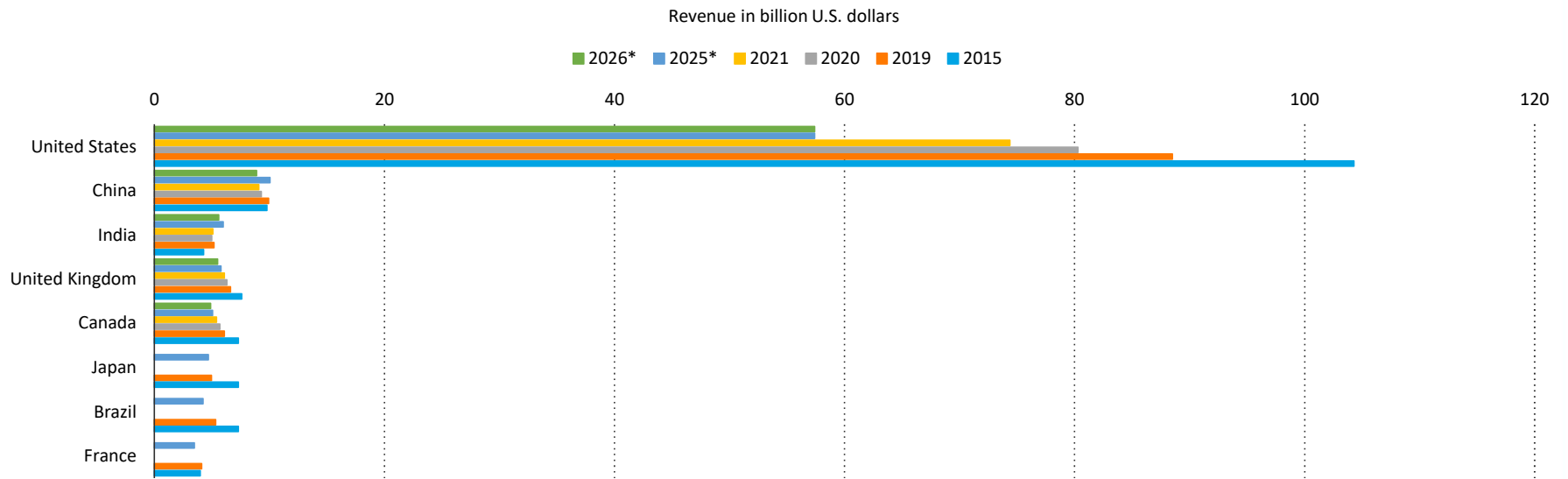
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Overview

Cord-cutting in the United States

Global pay TV revenue 2015-2026, by country

Pay TV revenue worldwide from 2015 to 2026, by country (in billion U.S. dollars)



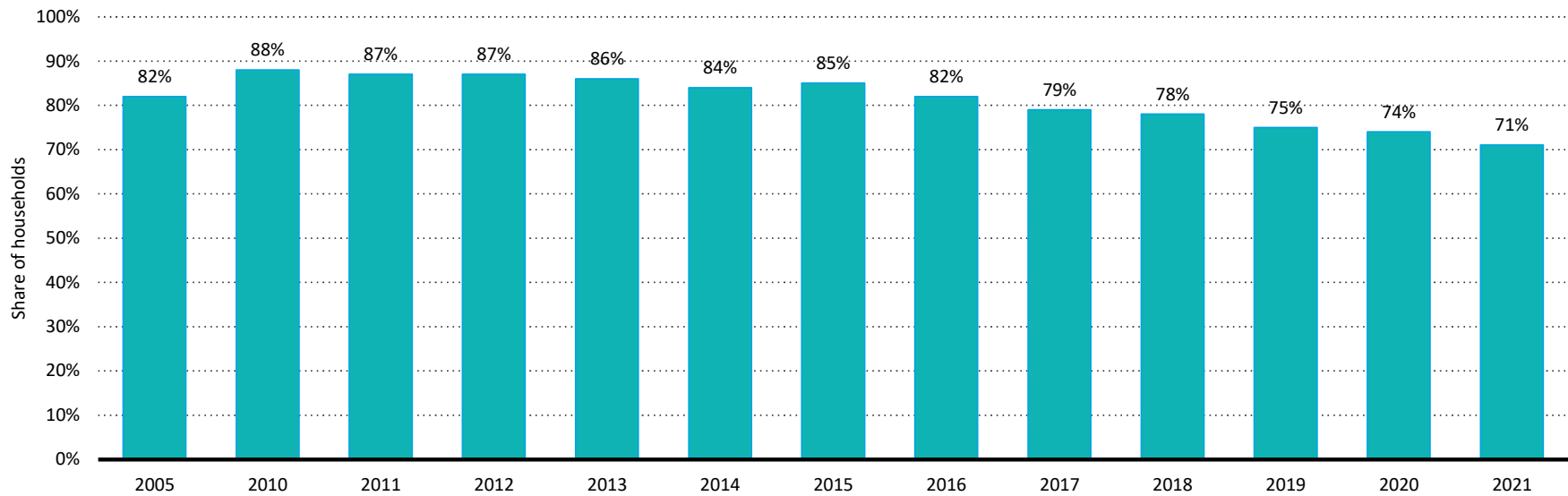
Note(s): Worldwide; 2015 and 2021

Further information regarding this statistic can be found on [page 29](#).

Source(s): Digital TV Research [ID_195535](#)

Pay TV penetration in the U.S. 2010-2021

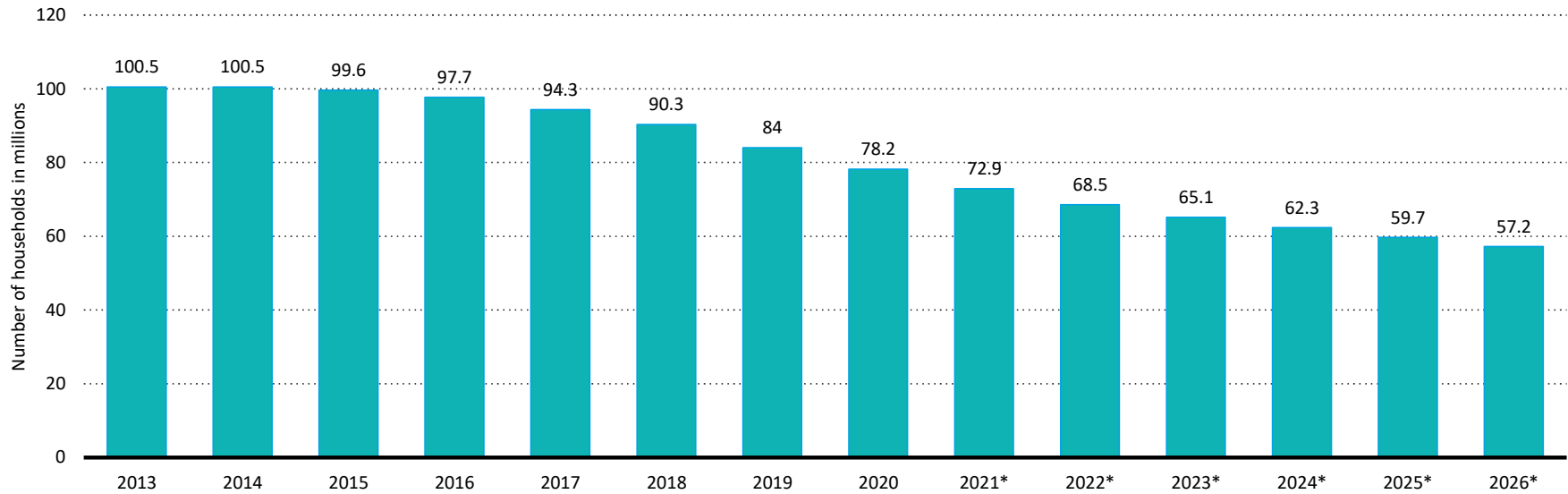
Pay TV penetration rate in the United States from 2010 to 2021



Note(s): United States; 2010 to 2021; 18 years and older; 2,000*
Further information regarding this statistic can be found on [page 30](#).
Source(s): Leichtman Research GroupID [467842](#)

Number of pay TV households in the U.S. 2013-2026

Number of pay TV households in the United States from 2013 to 2026 (in millions)



Note(s): United States; 2013 to 2020; forecast data from September 2021 and February 2022

Further information regarding this statistic can be found on [page 31](#).

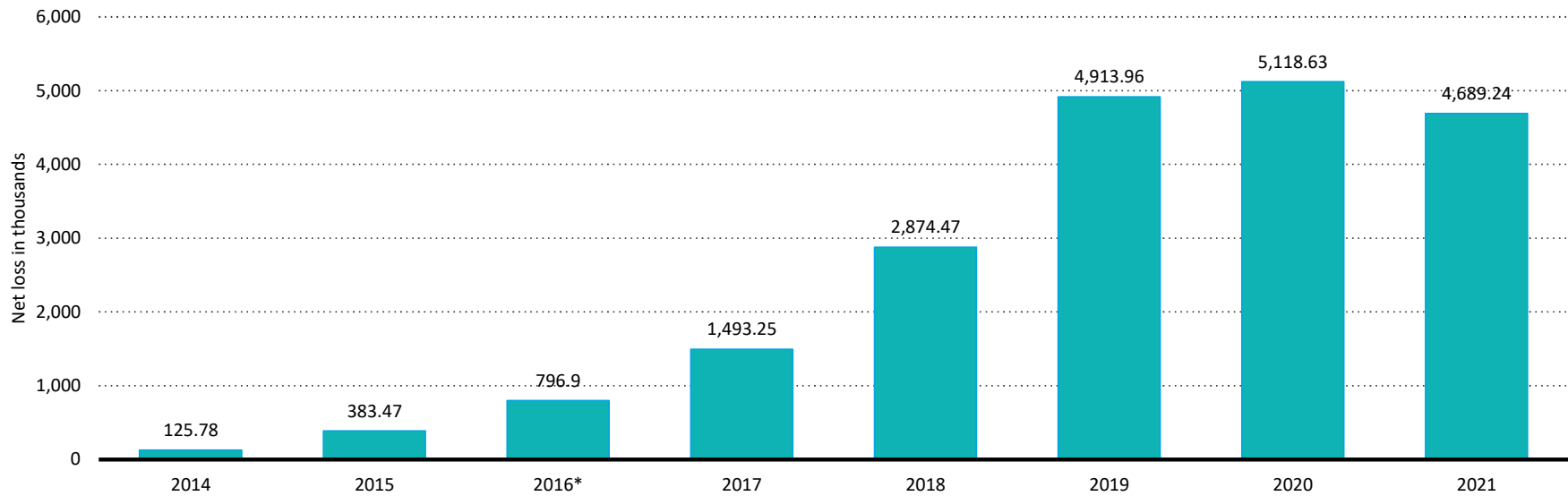
Source(s): eMarketerID [251268](#)



SUBSCRIPTION

Total subscriber losses for cable companies in the U.S. 2014-2021

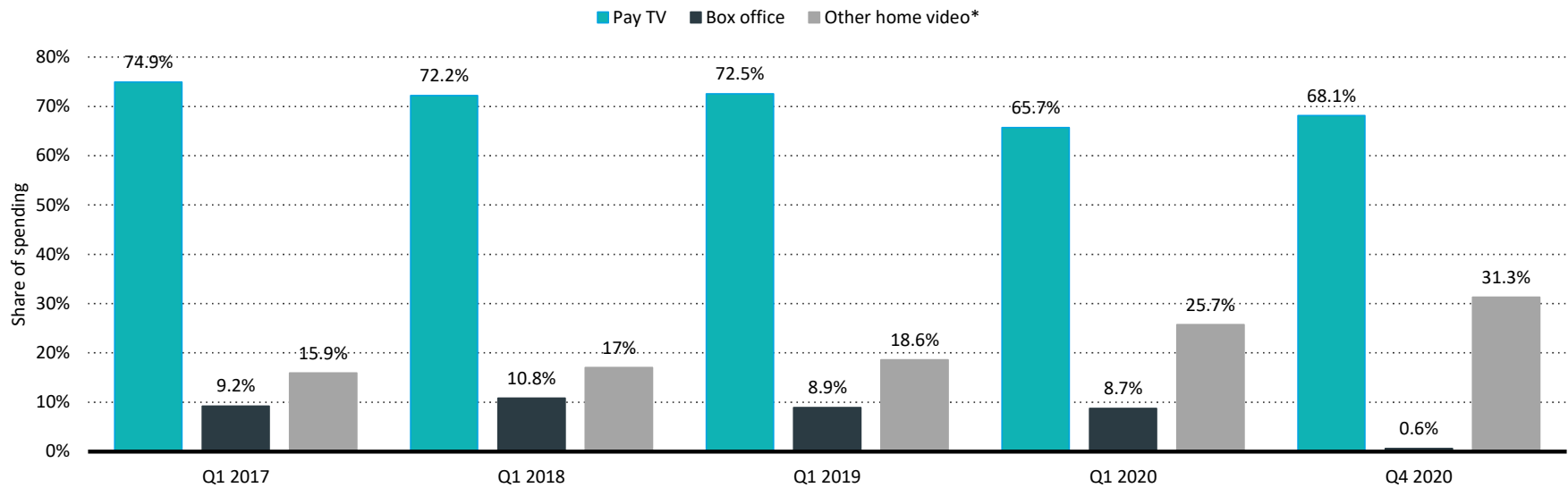
Number of net subscriber losses among pay TV providers in the United States from 2014 to 2021 (in 1,000s)



Note(s): United States; 2014 to 2021; figures represent 95% of the market
Further information regarding this statistic can be found on [page 32](#).
Source(s): Leichtman Research GroupID [819243](#)

Consumer expenditure on video entertainment in the U.S. 2017-2020, by segment

Share of consumer spending on home video entertainment in the United States from 1st quarter of 2017 to 4th quarter of 2020, by segment



Note(s): United States; Q1 2017 to Q4 2020

Further information regarding this statistic can be found on [page 33](#).

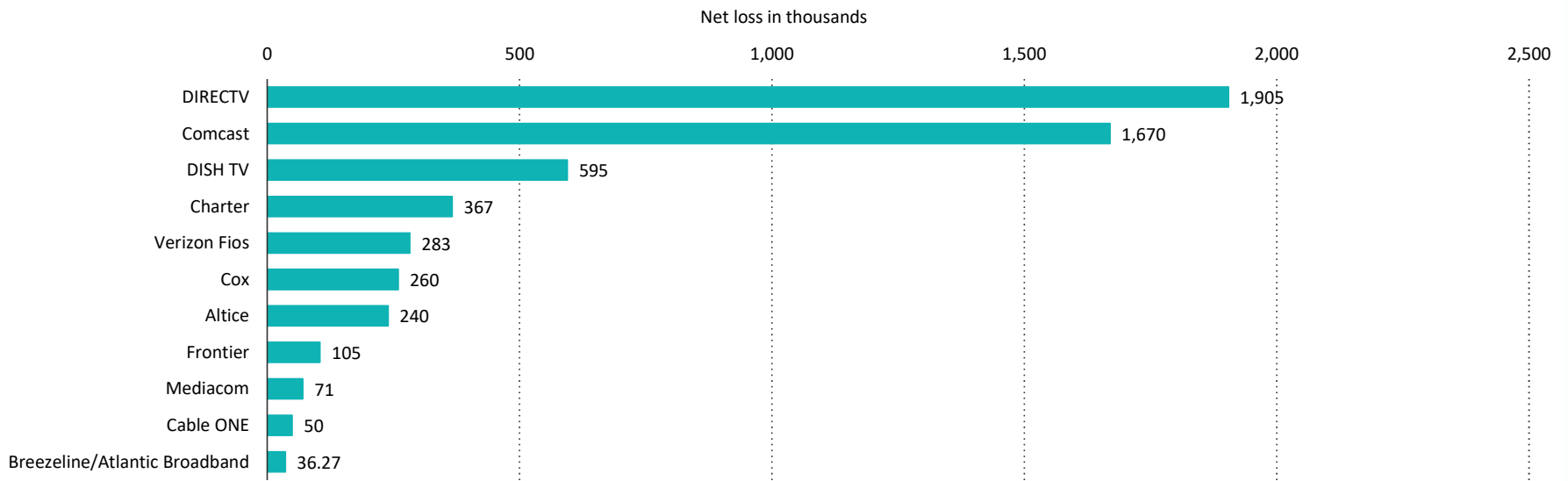
Source(s): nScreenMedia; Digital Entertainment Group; Comcast; Leichtman Research Group [ID 707305](#)

Selected pay TV providers

Cord-cutting in the United States

Subscriber losses for selected cable companies in the U.S. 2021

Number of net subscriber losses among selected pay TV providers in the United States in 2021 (in 1,000s)



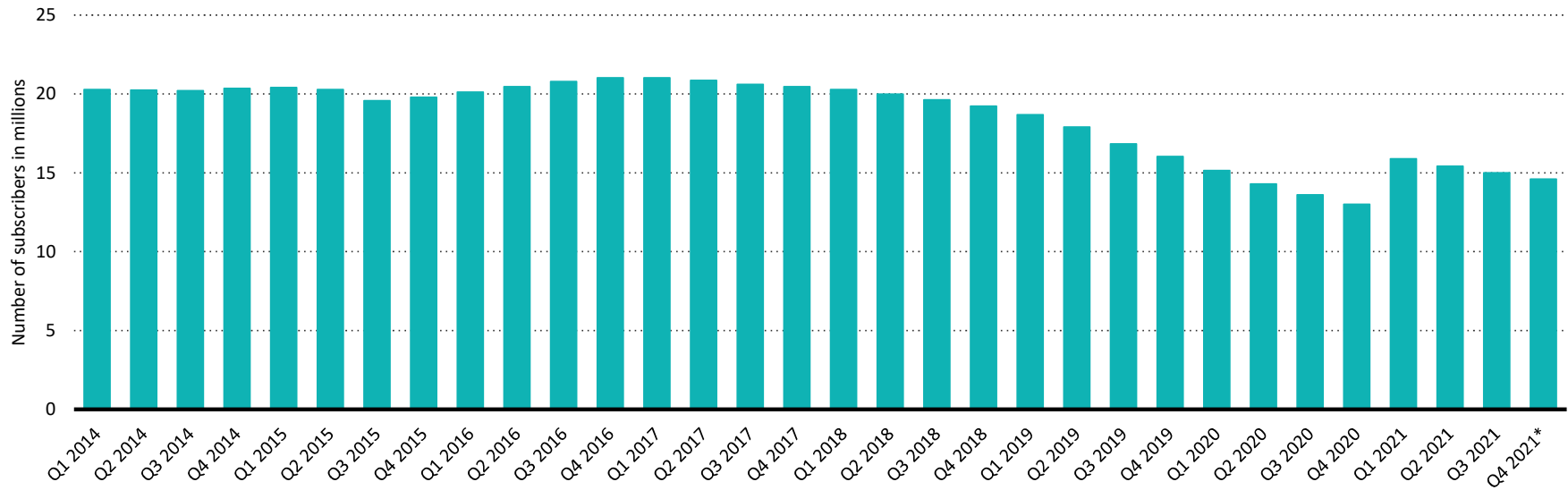
Note(s): United States; 2021

Further information regarding this statistic can be found on [page 34](#).

Source(s): Leichtman Research Group [ID 816851](#)

DirecTV: no of video subscribers in the U.S. 2014-2021

Number of DirecTV video subscribers in the United States from 2nd quarter 2014 to 4th quarter 2021 (in millions)



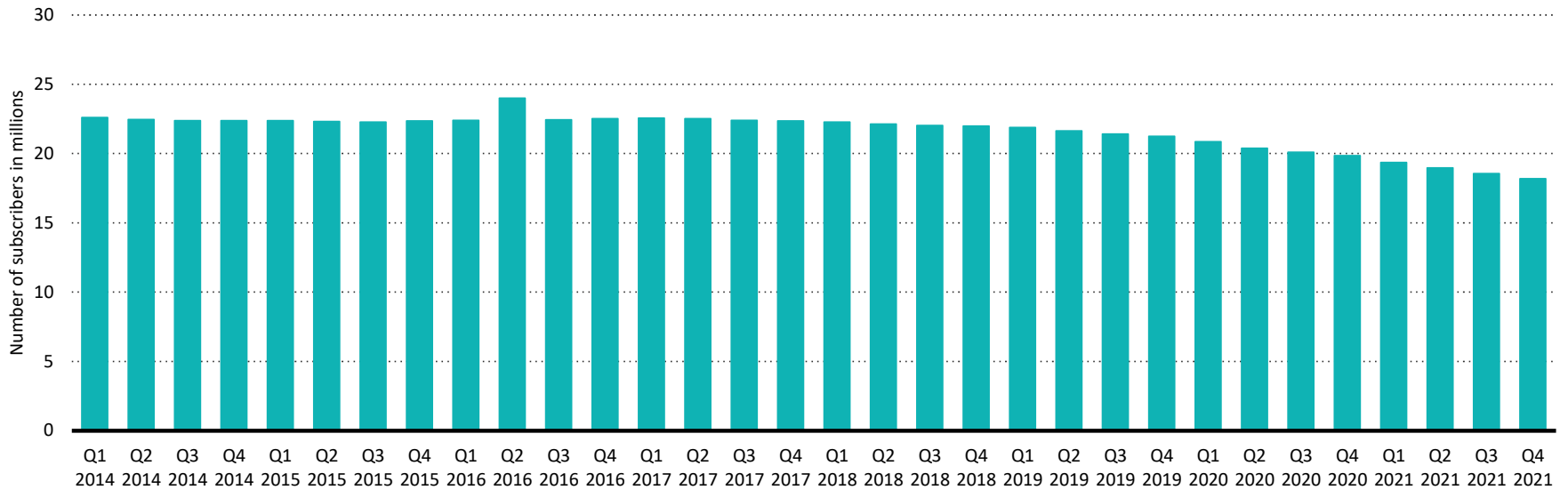
Note(s): United States; Q1 2014 to Q4 2021

Further information regarding this statistic can be found on [page 35](#).

Source(s): Leichtman Research Group [ID 497288](#)

Comcast: no of video subscribers in the U.S. 2014-2021

Number of Comcast video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)



Note(s): United States; Q1 2014 to Q4 2021

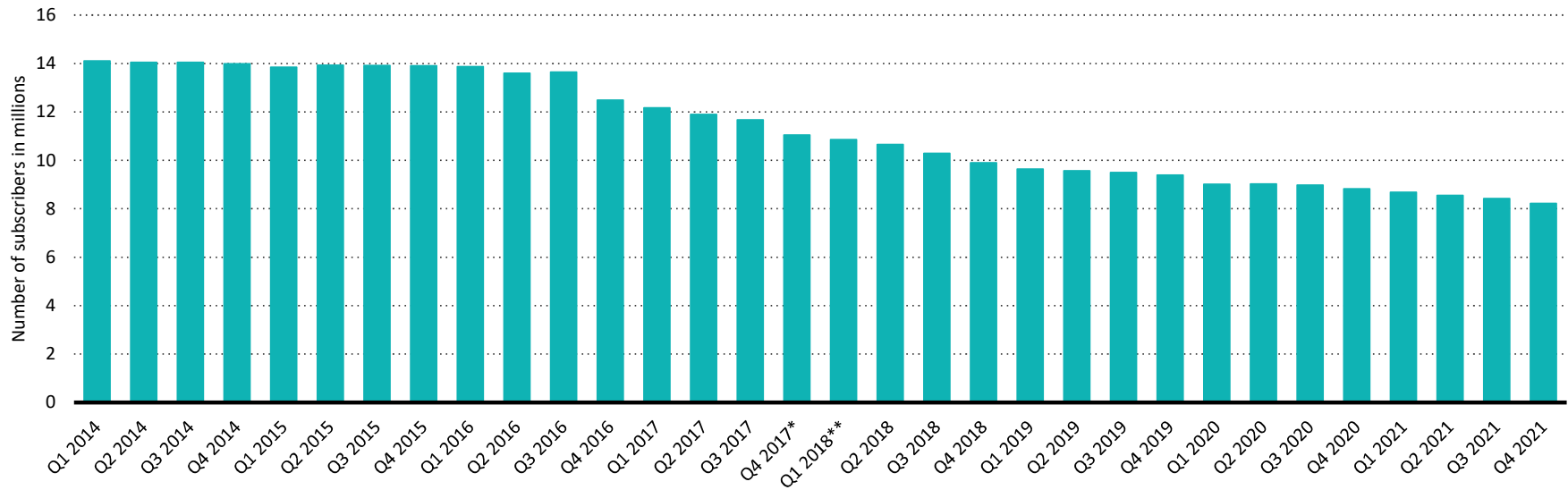
Further information regarding this statistic can be found on [page 36](#).

Source(s): Leichtman Research Group [ID 497279](#)



Dish Network: no of video subscribers in the U.S. 2014-2021

Number of Dish Network video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)



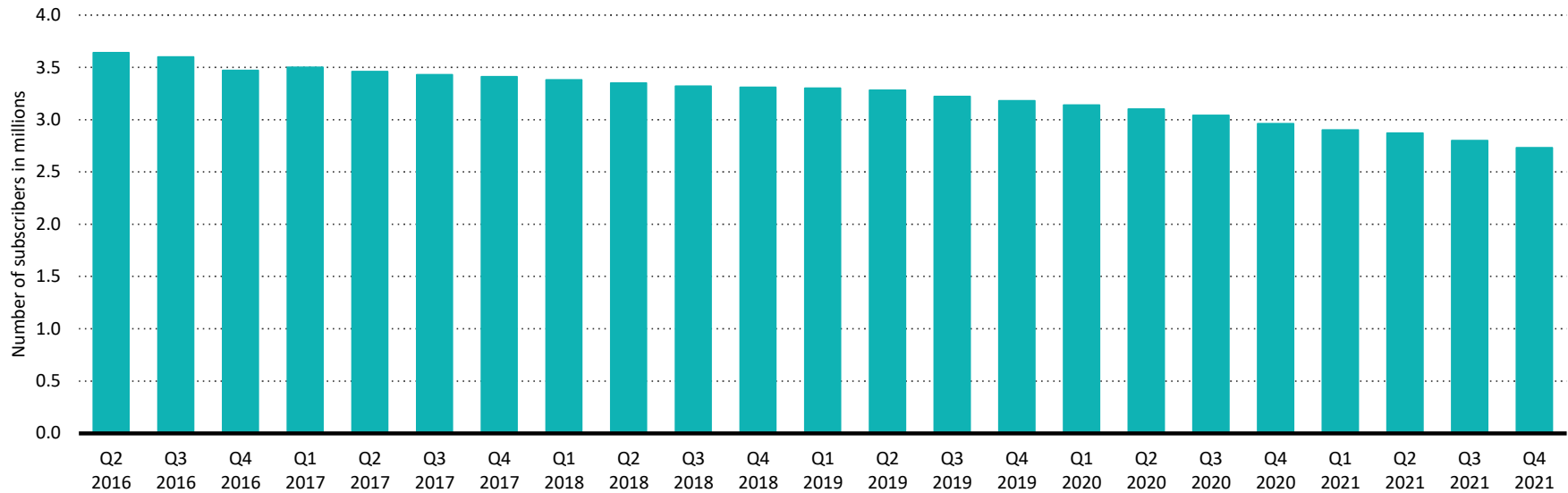
Note(s): United States; Q1 2014 to Q4 2021

Further information regarding this statistic can be found on [page 37](#).

Source(s): Leichtman Research Group; Dish Network [ID 497299](#)

Altice: no of video subscribers in the U.S. 2014-2021

Number of Altice video subscribers in the United States from 2nd quarter 2016 to 4th quarter 2021 (in millions)



Note(s): United States; Q2 2016 to Q4 2021

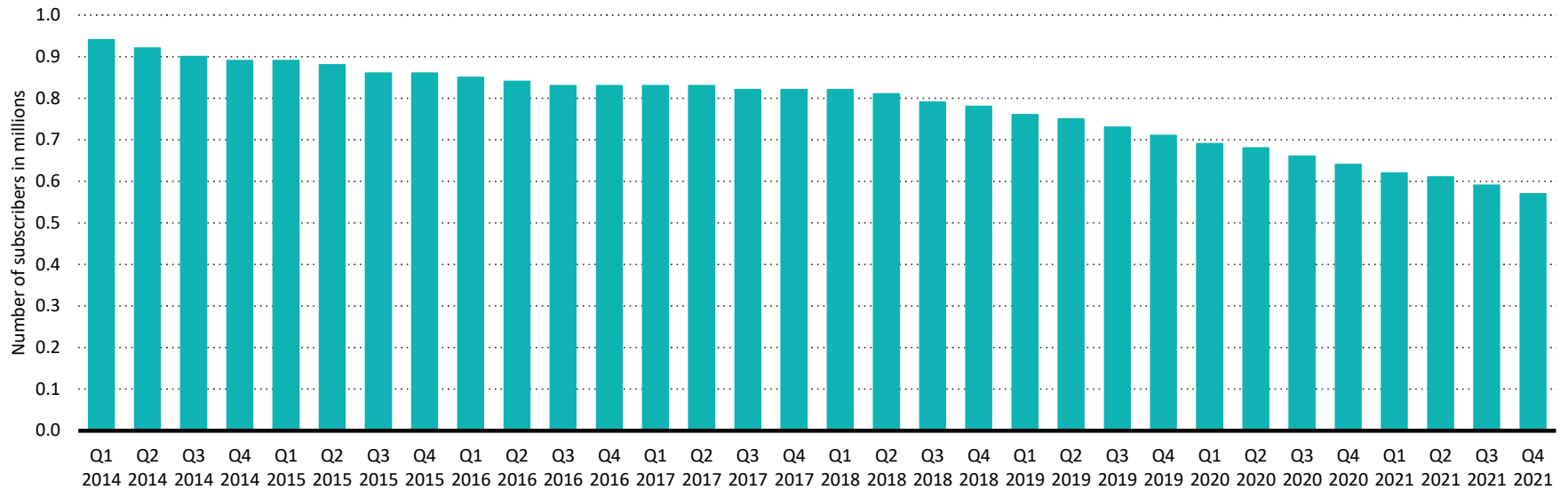
Further information regarding this statistic can be found on [page 38](#).

Source(s): Leichtman Research Group; AlticeID [639681](#)



Mediacom: no of video subscribers in the U.S. 2014-2021

Number of Mediacom video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)



Note(s): United States; Q1 2014 to Q4 2021

Further information regarding this statistic can be found on [page 39](#).

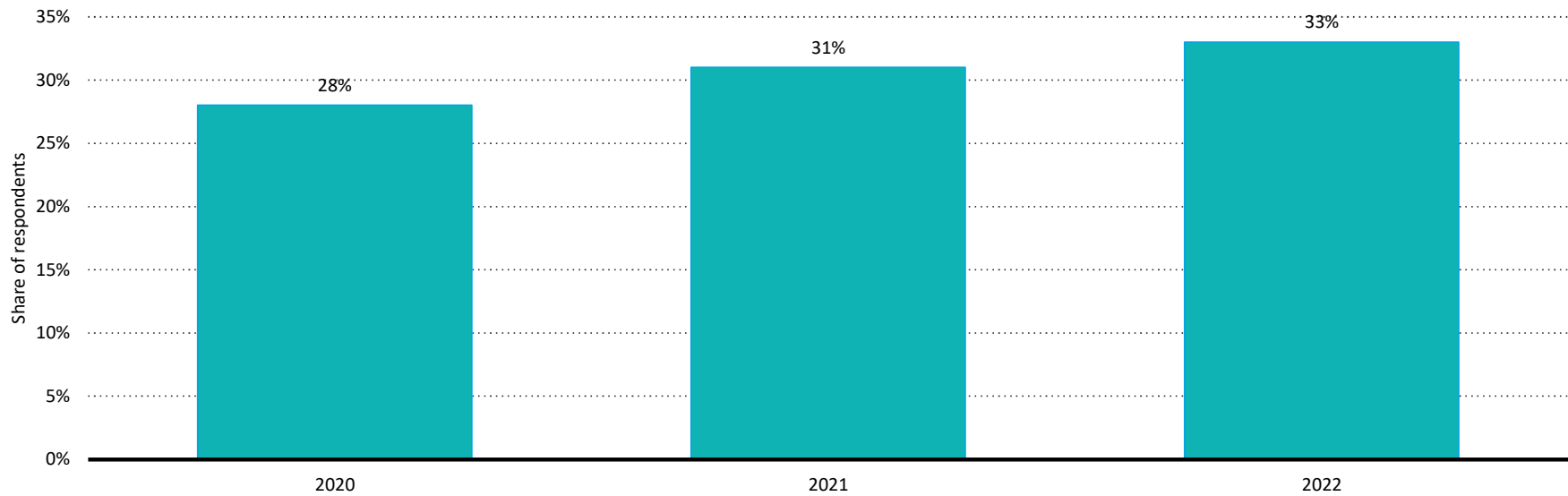
Source(s): Leichtman Research Group; MediaComID 497352

Consumer behavior

Cord-cutting in the United States

Likelihood to cut the cord in the U.S. 2020-2022

Share of adults who are likely to cancel their cable TV subscription in the United States from 2020 to 2022



Note(s):2020 to 2022; 18 years and older; 1,127*

Further information regarding this statistic can be found on [page 40](#).

Source(s): SurveyMonkey; Cord Cutters News; AdtaxiID_325635

Number and share of cord-cutters/nevers in the U.S. 2014-2020

Number and share of TV households without a traditional TV subscription in the United States from 2014 to 2020

Time	Number of households in millions*	Share in total TV households in percent	Number of cord-cutting household additions
by year end 2014	22.5	18.8	
by year end 2015	24.2	20	
by year end 2016	27.56	22.6	
by year end 2017	32.13	26.2	
by year end 2018	36.76	30.6	5.94
by year end 2019		36.1	7.21
by year end 2020		41.7	7.81

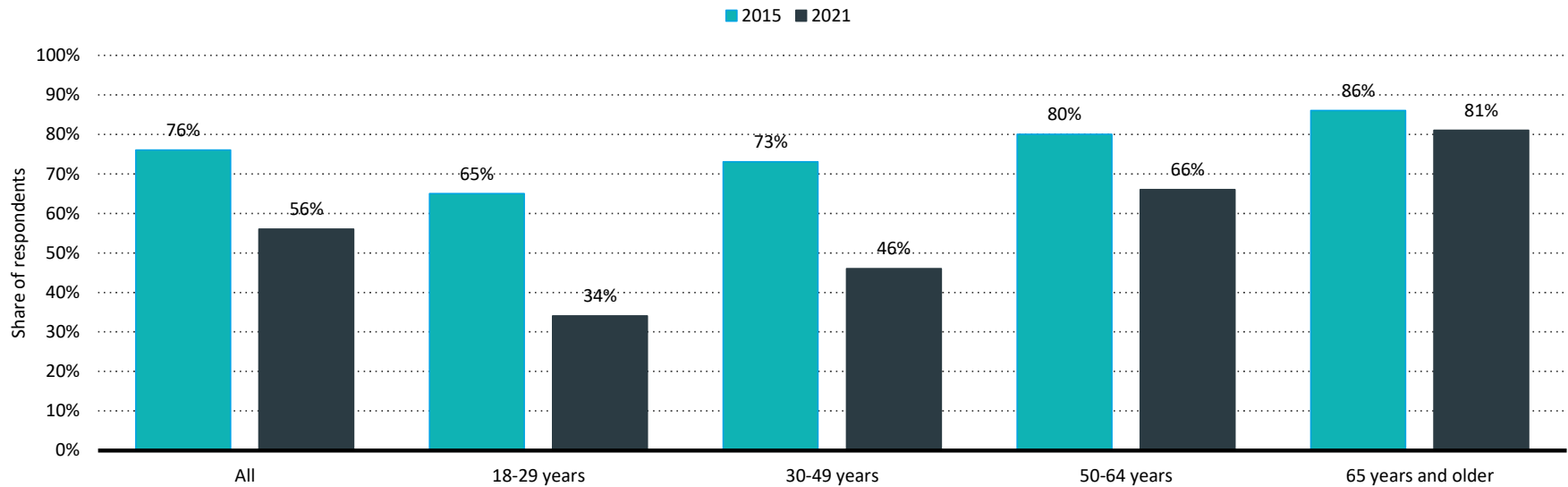
Note(s): United States; 2014 to 2020; without a traditional TV subscription with a cable, satellite, or telco TV access provider

Further information regarding this statistic can be found on [page 41](#).

Source(s): Convergence Consulting Group [ID 258460](#)

Share of adults receiving pay TV in the U.S. 2015-2021, by age

Share of adults receiving cable or satellite TV in the United States in 2015 and 2021, by age



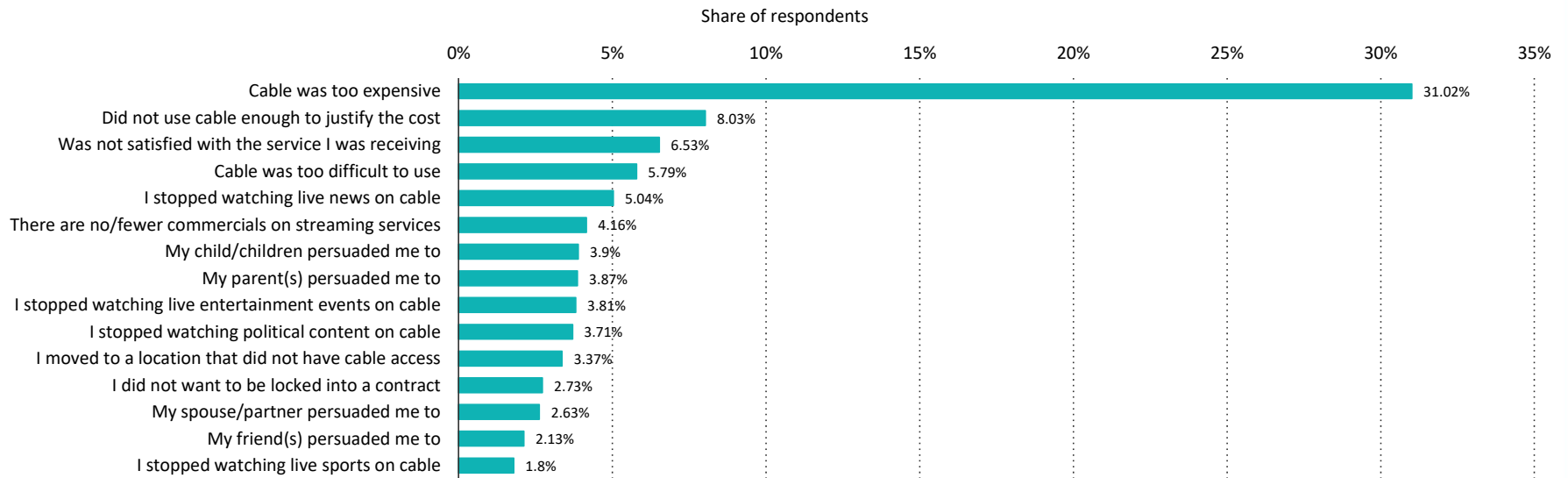
Note(s): United States; 2015; January 25 to February 8, 2021; 18 years and older; 1502 respondents

Further information regarding this statistic can be found on [page 42](#).

Source(s): Pew Research Center [ID 680661](#)

Reasons for cutting the cord in the U.S. 2022

Primary reasons for cutting the cord in the United States as of 2022



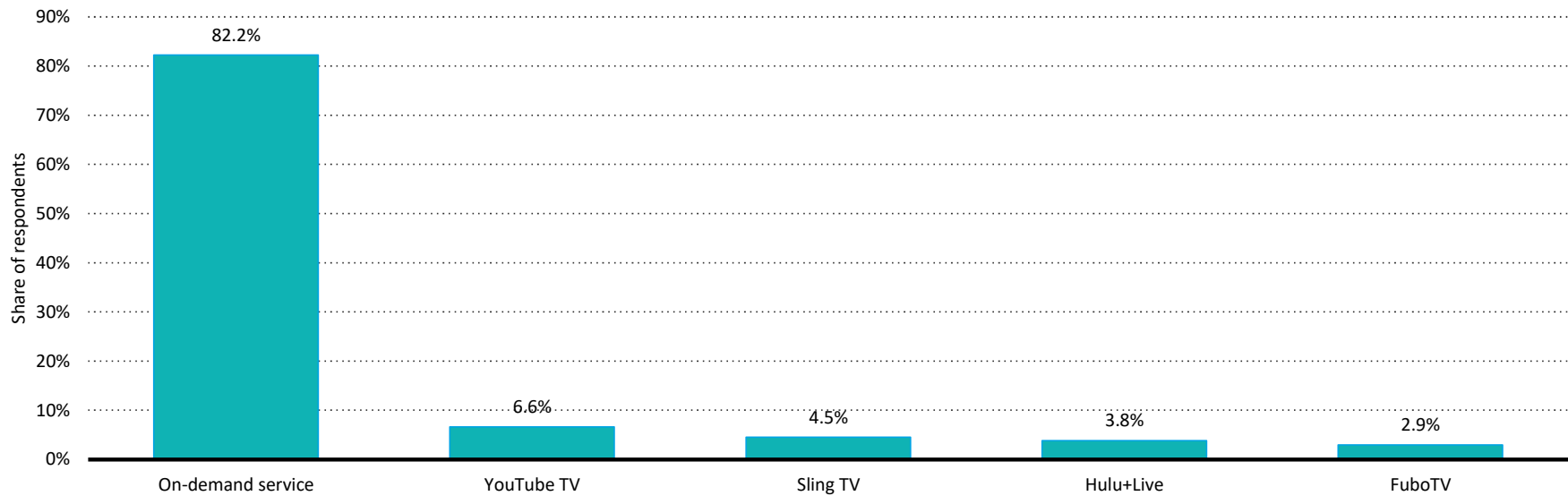
Note(s): United States; as of 2022; 18 years and older; 500 respondents; cable TV subscribers who has ever cut the cord

Further information regarding this statistic can be found on [page 43](#).

Source(s): CableTV.com [ID 305416](#)

Usage of streaming services after cutting the cord in the U.S. 2022

Main services used by cable TV subscribers that previously cut the cord while they relied on streaming in the United States as of 2022



Note(s): United States; as of 2022; 18 years and older; 500 respondents

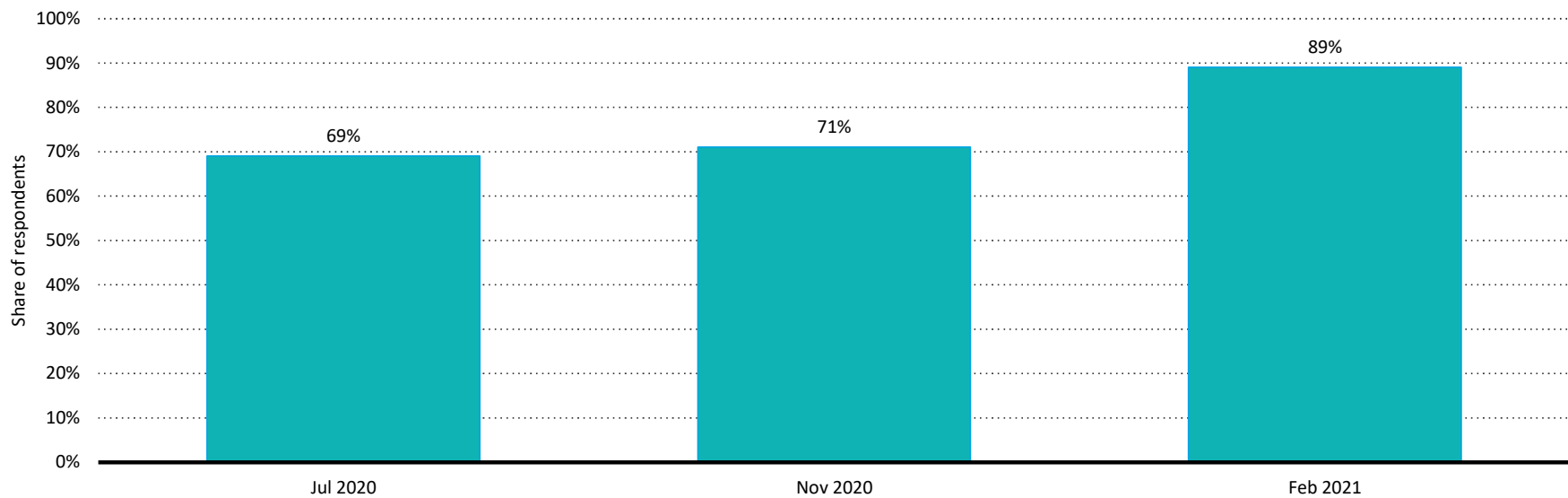
Further information regarding this statistic can be found on [page 44](#).

Source(s): CableTV.com; nScreenMediaID [744437](#)



Impact of the coronavirus on pay TV cancellation in the U.S. 2020-2021

Share of U.S. consumers who would have still canceled their pay TV service if COVID-19 had not happened from July 2020 to February 2021



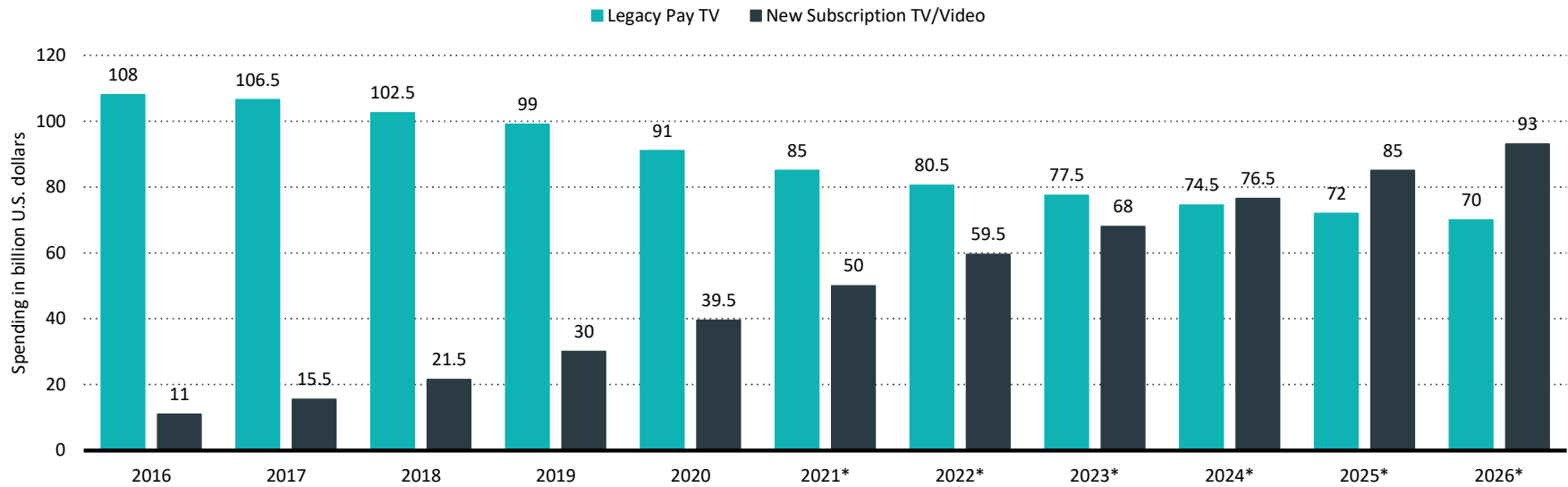
Note(s): United States; July 2020 to February 2021; 14-74 years; 3,008 respondents; among those who canceled within the past three months and watch at least one hour of TV per week
Further information regarding this statistic can be found on [page 45](#).
Source(s): Hub Entertainment Research; Media Play NewsID [874852](#)

Streaming and vMVPDs vs. pay TV

Cord-cutting in the United States

Consumer spend on pay TV and SVOD in the U.S. 2016-2026

Consumer spending on pay TV and streaming video in the United States from 2016 to 2026 (in billion U.S. dollars)



Note(s): United States; 2016 to 2020; legacy pay includes cable, satellite and managed IPTV; new includes SVOD and vMVPD; forecast data conducted in April 2021

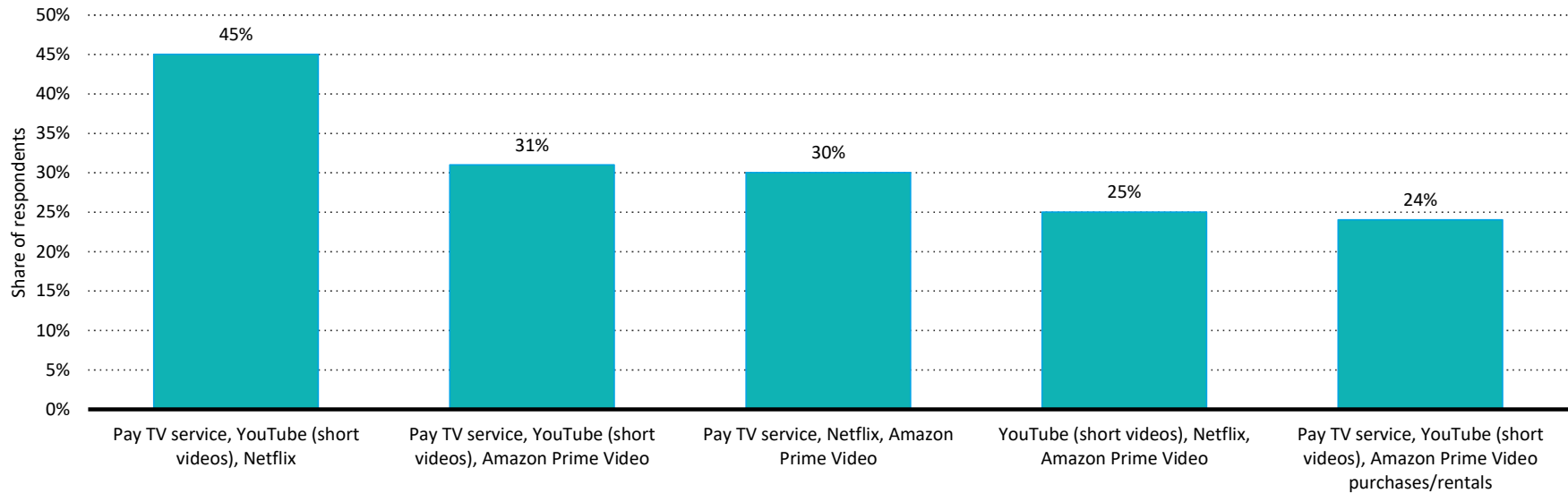
Further information regarding this statistic can be found on [page 46](#).

Source(s): Statista estimates; Strategy Analytics [ID 1248850](#)



Pay TV subscribers using video service bundles in the U.S. and Canada 2021

Share of pay TV subscribers using selected video service bundles in the United States and Canada in 2nd quarter 2021



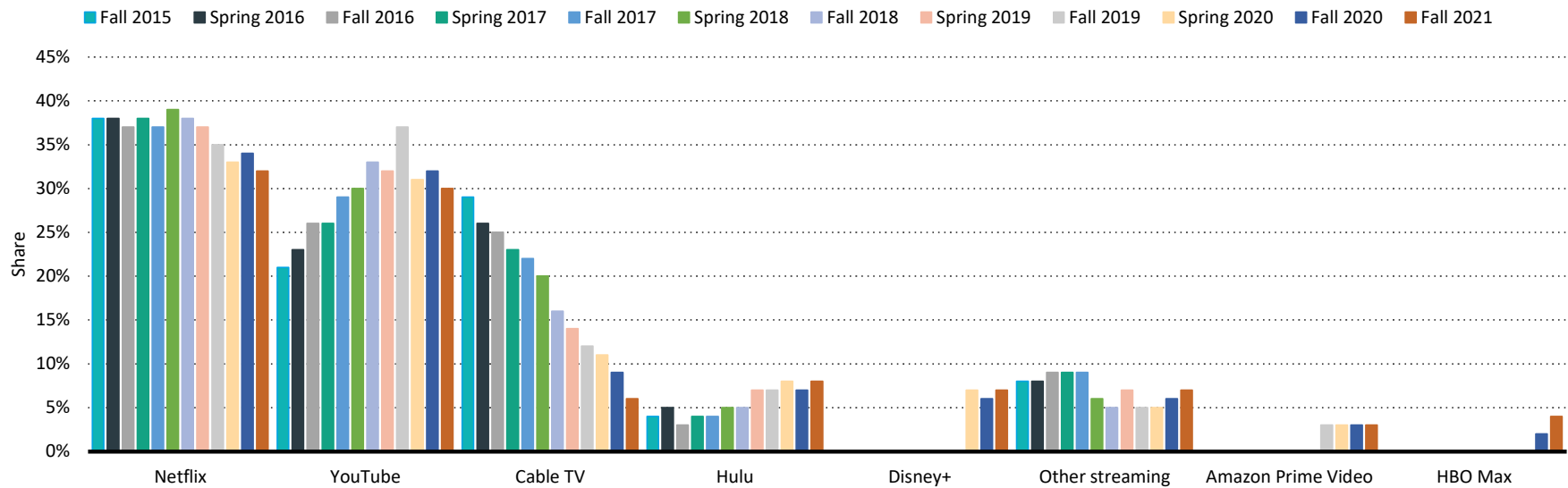
Note(s): Canada, United States; Q2 2021; 18 years and older; 4500 respondents

Further information regarding this statistic can be found on [page 47](#).

Source(s): TiVoID [1223210](#)

U.S. teens: video content consumption 2015-2021, by platform

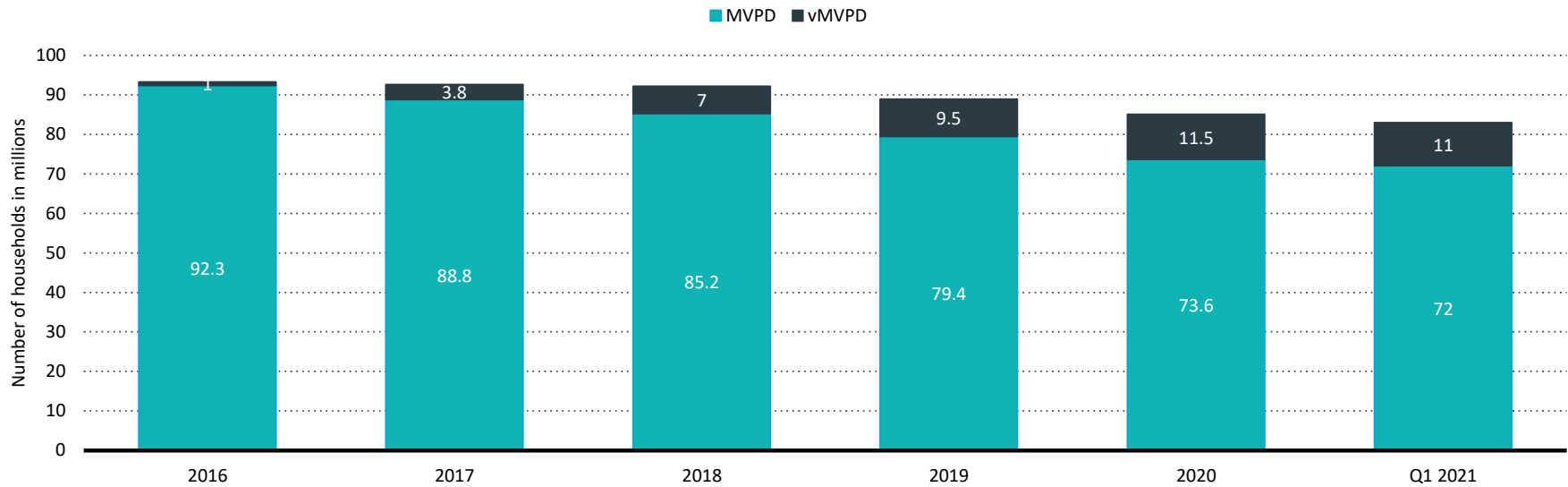
Distribution of daily video content consumption among teenagers in the United States from fall 2015 to fall 2021, by platform



Note(s): United States; Fall 2015 to Fall 2021; 15.8 (average age); 2021 n = 10,000
Further information regarding this statistic can be found on [page 48](#).
Source(s): Piper Sandler [ID 631146](#)

Number of TV channel bundle households in the U.S. 2016-2021

Number of households with big TV channel bundles in the United States from 2016 to 1st quarter 2021 (in millions)



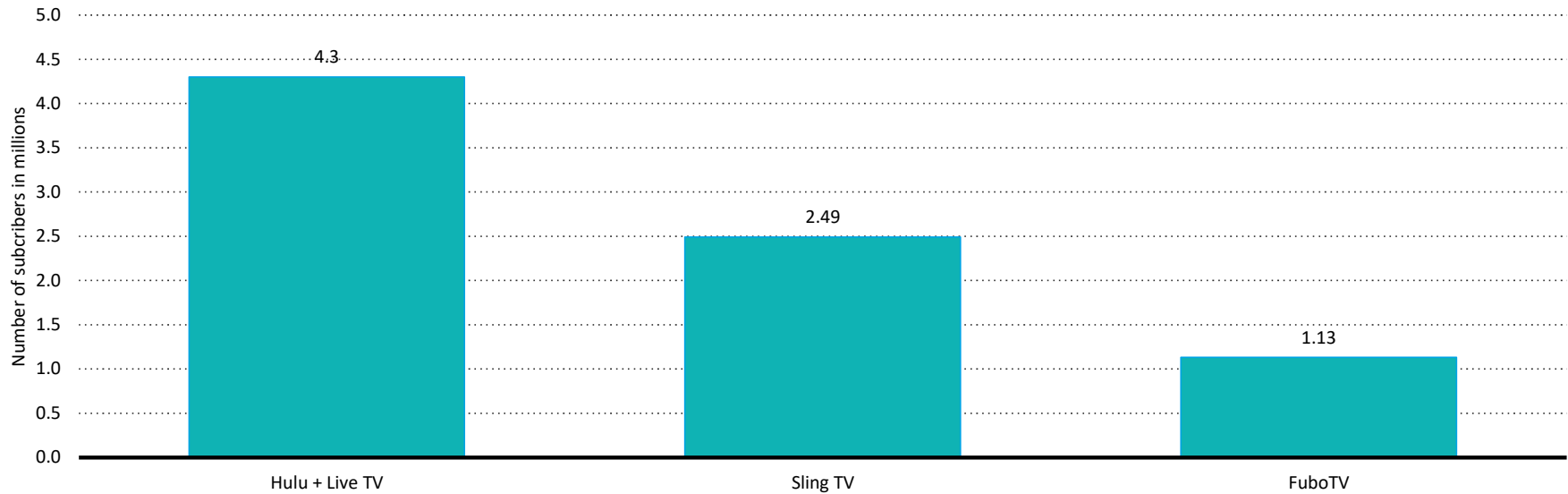
Note(s): United States; 2016 to Q1 2021

Further information regarding this statistic can be found on [page 49](#).

Source(s): nScreenMediaID [1240379](#)

Number of vMVPD subscribers in the U.S. 2021

Number of subscribers to selected virtual multichannel video programming distributor (vMVPD) services in the United States in 2021 (in millions)



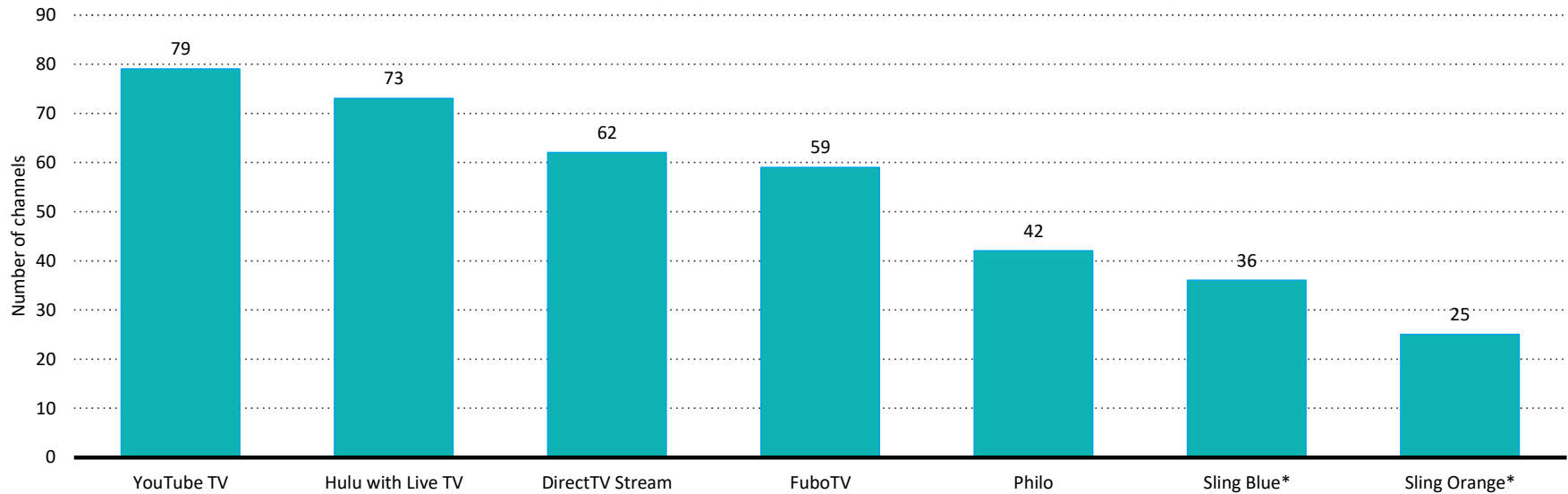
Note(s): United States; 2021

Further information regarding this statistic can be found on [page 50](#).

Source(s): Digital TV News; Leichtman Research Group [ID 805276](#)

Number of channels on vMVPD platforms in the U.S. 2022

Number of channels available on selected vMVPD services in the United States as of January 2022



Note(s): United States; January 2022

Further information regarding this statistic can be found on [page 51](#).

Source(s): CNETID [1091209](#)

References

Cord-cutting in the United States

Global pay TV revenue 2015-2026, by country

Pay TV revenue worldwide from 2015 to 2026, by country (in billion U.S. dollars)

Source and methodology information

Source(s)	Digital TV Research
Conducted by	Digital TV Research
Survey period	2015 and 2021
Region(s)	Worldwide
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital TV Research
Publication date	June 2021
Original source	digitaltvresearch.com
Website URL	visit the website

Notes:

*Forecast. Missing figures were not provided by the source.

Pay TV penetration in the U.S. 2010-2021

Pay TV penetration rate in the United States from 2010 to 2021

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	2010 to 2021
Region(s)	United States
Number of respondents	2,000*
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	October 2021
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Date of survey for 2020: September to October 2020. Data prior to 2020 comes from earlier releases.

Number of pay TV households in the U.S. 2013-2026

Number of pay TV households in the United States from 2013 to 2026 (in millions)

Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2013 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	forecast data from September 2021 and February 2022
Published by	eMarketer
Publication date	March 2022
Original source	emarketer.com
Website URL	visit the website

Notes:

* Forecast. The source defines pay TV households as those with a subscription to traditional pay TV services; excludes IPTV and pure-play online video services (e.g. Hulu, Netflix, YouTube, Sling TV). Some figures were taken from previous publications.

Total subscriber losses for cable companies in the U.S. 2014-2021

Number of net subscriber losses among pay TV providers in the United States from 2014 to 2021 (in 1,000s)

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	2014 to 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	figures represent 95% of the market
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

* From 2016 onwards, includes internet-delivered services such as Sling TV. Figures have been rounded.

Consumer expenditure on video entertainment in the U.S. 2017-2020, by segment

Share of consumer spending on home video entertainment in the United States from 1st quarter of 2017 to 4th quarter of 2020, by segment

Source and methodology information

Source(s)	nScreenMedia; Digital Entertainment Group; Comcast; Leichtman Research Group
Conducted by	nScreenMedia; Digital Entertainment Group; Comcast; Leichtman Research Group
Survey period	Q1 2017 to Q4 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	May 2021
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

*Incl. video sales, video rentals, SVOD, and vMVPD.

Subscriber losses for selected cable companies in the U.S. 2021

Number of net subscriber losses among selected pay TV providers in the United States in 2021 (in 1,000s)

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Figures have been rounded.

DirecTV: no of video subscribers in the U.S. 2014-2021

Number of DirecTV video subscribers in the United States from 2nd quarter 2014 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	Q1 2014 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

*LRG estimate. Formerly AT&T Premium TV, includes DIRECTV, U-verse, and DIRECTV Stream (formerly AT&T TV). Figures have been rounded. DirecTV subscribers are included in AT&T Premium TV, as well as U-verse and AT&T TV.

Comcast: no of video subscribers in the U.S. 2014-2021

Number of Comcast video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	Q1 2014 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Figures have been rounded. Some figures came from previous publications.

Dish Network: no of video subscribers in the U.S. 2014-2021

Number of Dish Network video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Leichtman Research Group; Dish Network
Conducted by	Leichtman Research Group; Dish Network
Survey period	Q1 2014 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Figures have been rounded. *DISH began reporting DISH TV subscriber totals separately from Sling TV subscribers in 4Q 2017 ** DISH removed 145,000 subscribers due to Hurricane Maria. DISH's subscribers in 1Q 2018 include 24,000 reactivations.

Altice: no of video subscribers in the U.S. 2014-2021

Number of Altice video subscribers in the United States from 2nd quarter 2016 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Leichtman Research Group; Altice
Conducted by	Leichtman Research Group; Altice
Survey period	Q2 2016 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Figures have been rounded. Altice includes Cablevision (acquisition completed in Q2 2016) and Suddenlink. In March 2016, Altice no longer includes non-residential subscribers for Cablevision.

Mediacom: no of video subscribers in the U.S. 2014-2021

Number of Mediacom video subscribers in the United States from 1st quarter 2014 to 4th quarter 2021 (in millions)

Source and methodology information

Source(s)	Leichtman Research Group; MediaCom
Conducted by	Leichtman Research Group; MediaCom
Survey period	Q1 2014 to Q4 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Leichtman Research Group
Publication date	March 2022
Original source	leichtmanresearch.com
Website URL	visit the website

Notes:

Figures have been rounded.

Likelihood to cut the cord in the U.S. 2020-2022

Share of adults who are likely to cancel their cable TV subscription in the United States from 2020 to 2022

Source and methodology information

Source(s)	SurveyMonkey; Cord Cutters News; Adtaxi
Conducted by	SurveyMonkey
Survey period	2020 to 2022
Region(s)	United States
Number of respondents	1,127*
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Cord Cutters News
Publication date	January 2022
Original source	cordcuttersnews.com
Website URL	visit the website

Notes:

*Respondents in 2022.

Number and share of cord-cutters/nevers in the U.S. 2014-2020

Number and share of TV households without a traditional TV subscription in the United States from 2014 to 2020

Source and methodology information

Source(s)	Convergence Consulting Group
Conducted by	Convergence Consulting Group
Survey period	2014 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	without a traditional TV subscription with a cable, satellite, or telco TV access provider
Published by	Convergence Consulting Group
Publication date	May 2021
Original source	The Battle for the American Couch Potato: OTT and TV, page 7
Website URL	visit the website

Notes:

*The figure for 2018 was a forecast as of April 2018 and was not provided in April 2019. The figures for 2017 and 2018 remain accurate as of April 2018, earlier data comes from previous reports. Data was not provided for 2019.

Share of adults receiving pay TV in the U.S. 2015-2021, by age

Share of adults receiving cable or satellite TV in the United States in 2015 and 2021, by age

Source and methodology information

Source(s)	Pew Research Center
Conducted by	Pew Research Center
Survey period	2015; January 25 to February 8, 2021
Region(s)	United States
Number of respondents	1502
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Pew Research Center
Publication date	March 2021
Original source	pewresearch.org
Website URL	visit the website

Notes:

The number of respondents refers to the survey period of 2021.

Reasons for cutting the cord in the U.S. 2022

Primary reasons for cutting the cord in the United States as of 2022

Source and methodology information

Source(s)	CableTV.com
Conducted by	CableTV.com
Survey period	as of 2022
Region(s)	United States
Number of respondents	500
Age group	18 years and older
Special characteristics	cable TV subscribers who has ever cut the cord
Published by	CableTV.com
Publication date	March 2022
Original source	cabletv.com
Website URL	visit the website

Notes:

Question: What was your primary reason for cutting the cord? The source does not specify the date of the survey.

Usage of streaming services after cutting the cord in the U.S. 2022

Main services used by cable TV subscribers that previously cut the cord while they relied on streaming in the United States as of 2022

Source and methodology information

Source(s)	CableTV.com; nScreenMedia
Conducted by	CableTV.com
Survey period	as of 2022
Region(s)	United States
Number of respondents	500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	March 2022
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

Question: When you got rid of cable, what streaming service(s) did you use instead? The source does not specify the date of the survey.

Impact of the coronavirus on pay TV cancellation in the U.S. 2020-2021

Share of U.S. consumers who would have still canceled their pay TV service if COVID-19 had not happened from July 2020 to February 2021

Source and methodology information

Source(s)	Hub Entertainment Research; Media Play News
Conducted by	Hub Entertainment Research
Survey period	July 2020 to February 2021
Region(s)	United States
Number of respondents	3,008
Age group	14-74 years
Special characteristics	among those who canceled within the past three months and watch at least one hour of TV per week
Published by	Media Play News
Publication date	March 2021
Original source	mediaplaynews.com
Website URL	visit the website

Notes:

Original question: "Would you have still cancelled your cable, satellite, or telco service if Covid hadn't happened?"

Consumer spend on pay TV and SVOD in the U.S. 2016-2026

Consumer spending on pay TV and streaming video in the United States from 2016 to 2026 (in billion U.S. dollars)

Source and methodology information

Source(s)	Statista estimates; Strategy Analytics
Conducted by	Statista estimates; Strategy Analytics
Survey period	2016 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	legacy pay includes cable, satellite and managed IPTV; new includes SVOD and vMVPD; forecast data conducted in April 2021
Published by	Statista
Publication date	July 2021
Original source	<i>n.a.</i>
Website URL	visit the website

Notes:

n.a.

Pay TV subscribers using video service bundles in the U.S. and Canada 2021

Share of pay TV subscribers using selected video service bundles in the United States and Canada in 2nd quarter 2021

Source and methodology information

Source(s)	TiVo
Conducted by	TiVo
Survey period	Q2 2021
Region(s)	Canada, United States
Number of respondents	4500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	TiVo
Publication date	August 2021
Original source	Video Trends Report Q2 2021, page 4
Website URL	visit the website

Notes:

n.a.

U.S. teens: video content consumption 2015-2021, by platform

Distribution of daily video content consumption among teenagers in the United States from fall 2015 to fall 2021, by platform

Source and methodology information

Source(s)	Piper Sandler
Conducted by	Piper Sandler
Survey period	Fall 2015 to Fall 2021
Region(s)	United States
Number of respondents	2021 n = 10,000
Age group	15.8 (average age)
Special characteristics	<i>n.a.</i>
Published by	Piper Sandler
Publication date	October 2021
Original source	Taking Stock With Teens Fall 2021, page 30
Website URL	visit the website

Notes:

Some figures came from previous publications. Given sample size refers to fall 2021.

Number of TV channel bundle households in the U.S. 2016-2021

Number of households with big TV channel bundles in the United States from 2016 to 1st quarter 2021 (in millions)

Source and methodology information

Source(s)	nScreenMedia
Conducted by	nScreenMedia
Survey period	2016 to Q1 2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	nScreenMedia
Publication date	May 2021
Original source	nscreenmedia.com
Website URL	visit the website

Notes:

n.a.

Number of vMVPD subscribers in the U.S. 2021

Number of subscribers to selected virtual multichannel video programming distributor (vMVPD) services in the United States in 2021 (in millions)

Source and methodology information

Source(s)	Digital TV News; Leichtman Research Group
Conducted by	Leichtman Research Group
Survey period	2021
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital TV News
Publication date	March 2022
Original source	digitaltvnews.net
Website URL	visit the website

Notes:

n.a.

Number of channels on vMVPD platforms in the U.S. 2022

Number of channels available on selected vMVPD services in the United States as of January 2022

Source and methodology information

Source(s)	CNET
Conducted by	CNET
Survey period	January 2022
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	CNET
Publication date	January 2022
Original source	cnet.com
Website URL	visit the website

Notes:

*Sling TV has two different tiers, Orange and Blue, which are accounted for individually. vMVPD is an acronym for virtual multichannel video programming distributors.