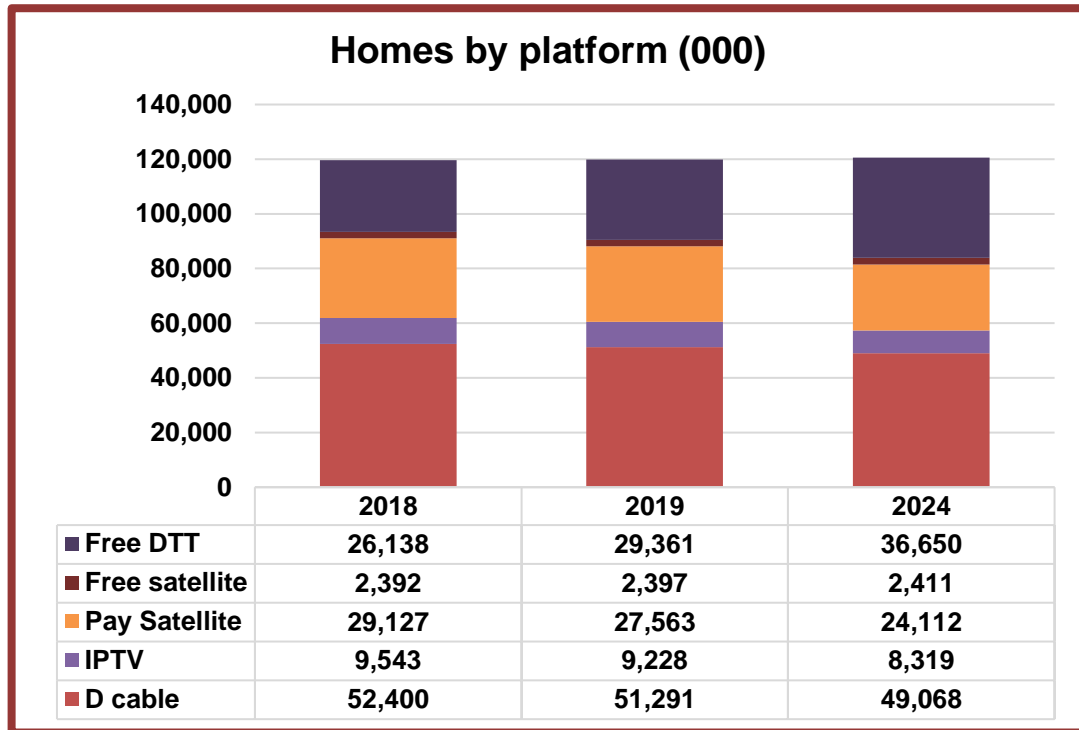


# Cord-cutting to slow in the US

The number of US traditional pay TV subscribers will fall from 105 million in 2010 to 91 million in 2018 and down to 81 million in 2024.



*Source: Digital TV Research*

Simon Murray, Principal Analyst at Digital TV Research, said: “Despite the overall falls, cord-cutting is slowing. The US will lose 3 million pay TV subscribers in 2019 – less than the decline of 3.8 million in 2018. Annual losses will diminish after 2019.”

The number of TV households that do not have a pay TV subscription will quadruple from 11.34 million in 2010 to 48.56 million in 2024. The number of homes without a TV set will climb from 1.27 million in 2010 onto 9.49 million in 2024.

Cable will lose 15 million subscribers between 2010 and 2024 (although most of these losses have already taken place). There were still 19.50 million analog cable subscribers in 2010.

The number of IPTV subs peaked at 12.56 million in 2014. However, it will fall to 8.32 million in 2024.

Satellite TV subscriptions will fall by 5 million between 2018 and 2024; having declined by 2 million in 2018 alone. Satellite TV revenues will fall from \$39.58 billion in 2018 to \$31.28 billion in 2024 – or down by 21%. Pay TV revenues peaked in 2015, at \$105.85 billion. A \$30 billion decline (29%) is forecast between 2015 and 2024; taking the total to \$75.66 billion.

# North America Pay TV Forecasts

## Table of Contents

Published in April 2019, this 72-page PDF, PowerPoint and excel report comes in three parts:

- Outlook: Forecasts for Canada and the US in a 10-page PowerPoint document full of charts, graphs and bullet points;
- Excel workbook covering each year from 2010 to 2024 for Canada and the US by household penetration, by pay TV subscribers, by pay TV revenues and by major operator. As well as summary tables by country and by platform;
- Insight: Detailed country-by-country analysis in a 21-page PDF document.

For more information, [please click here](#) or contact [lydia@digitaltvresearch.com](mailto:lydia@digitaltvresearch.com)

### Forecasts for the following:

Country	No of ops	Platform forecasts
Canada	8	Rogers; Videotron; Cogeco; Shaw Communications; Shaw Direct; Bell TV; Telus; Max TV
USA	12	Comcast; Charter; Cox; Altice; Cablevision; Cable One; Wide Open West; U-Verse; DirecTV; Fios TV; DISH Network; Frontier



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<a href="#">Asia Pacific OTT TV &amp; Video Forecasts</a>	<i>March</i>	£1000/€1200/\$1300
<a href="#">Asia Pacific Pay TV Forecasts</a>	<i>March</i>	£1000/€1200/\$1300
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<a href="#">Global SVOD Forecasts</a>	<i>September</i>	£1500/€1800/\$1950
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<a href="#">North America OTT TV &amp; Video Forecasts</a>	<i>August</i>	£500/€600/\$650
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<a href="#">Western Europe Pay TV Forecasts</a>	<i>March</i>	£1200/€1440/\$1560

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