"Television is an essential element of nearly all US homes. The pay TV industry is going through a period of rapid change, with traditional cable and satellite companies now competing for market share against a host of new streaming contenders."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Overall revenue stability belies a significant industry shift
- Streaming content players are now mainstream
- vMVPDs in early stage of adoption, but poised to steal share from traditional providers

During this transformation, corporations and consumers alike have been struggling to choose amongst different market models for pay TV service. While consumers may not ultimately find savings through cord cutting, they are also not willing to pay much more either – creating a tough competitive environment for industry players.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.
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