

Ahead of the Super Bowl, see where cord-cutters are watching digital pay TV

Article

vMVPD Viewers, by Provider

US, 2024

Millions



Note: individuals of any age who watch an internet-delivered live TV service via app or website at least once per month (e.g., Hulu + Live TV, Sling TV, YouTube TV)

Source: Insider Intelligence | eMarketer, September 2023

Insider Intelligence | eMarketer

Key stat: 41.2% of virtual multichannel video programming distributor (vMVPD) viewers watch on YouTube TV, making it the most popular service of its kind.

Beyond the chart:

- vMVPD is synonymous with digital pay TV and refers to the internet-enabled platforms on which cord-cutters watch pay TV.
- These multichannel platforms are popular for live TV events like the Super Bowl and the upcoming Summer Olympics as people without traditional pay TV seek ways to watch.

Use this chart:

- Assess where to serve digital pay TV ads.
- Understand TV viewer behaviors.

More like this:

- [The shifts that will impact 2024's video ad landscape](#)

- A closer look at YouTube's ad rates
- 5 Super Bowl LVIII marketing trends we're watching, from Taylor Swift to celebrity stunts
- What's the Skinny on vMVPDs? *(Insider Intelligence subscription required)*

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Methodology: Estimates are based on the analysis of survey and web traffic data from research firms and regulatory agencies, sales projections, historical trends, company-specific data, and demographic and socioeconomic factors.