

The leading reasons internet users in North America ditched pay TV in Q2 2021

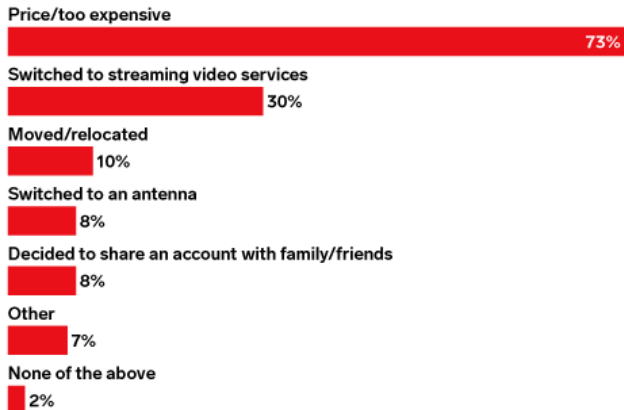
Article

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Price was the No. 1 reason for canceling a pay TV subscription in Q2 2021, cited by **73%** of adult internet users in North America who had done so in the past six months. A comparatively low **30%** also cited switching to streaming video services as their impetus for cutting the cable cord.

Reasons Why Internet Users in North America Have Canceled a Traditional Pay TV Subscription, Q2 2021

% of respondents



Note: ages 18+ who canceled their subscription to a traditional pay TV service in the past six months

Source: TiVo, "Video Trends Report Q2 2021," Aug 17, 2021

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