

Here's when cord-free viewers will outnumber pay TV's

Article

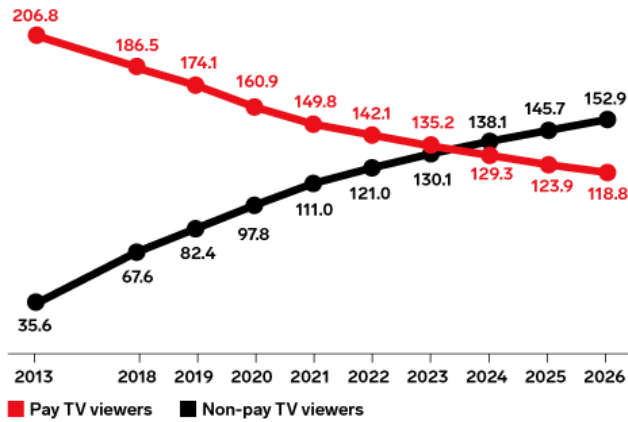
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Come 2024, the number of cord-cutters and cord-nevers, at **138.1 million**, will surpass the pay TV viewership, at **129.3 million**, in the US. The gap will continue to widen as more people say goodbye to traditional cable, satellite, or telecom live TV services.

Beyond the chart: Pay TV viewership peaked in 2013, and since then, consumers have flocked to connected TVs (CTVs) and over-the-top services for programming. Advertisers are following close behind: Roughly **\$1 in \$3** spent on TV advertising will go to CTV in 2025, up from less than **\$1 in \$10** in 2019.

US Pay TV vs. Non-Pay TV Viewers, 2013 & 2018-2026

millions



Note: pay TV viewers are those with a subscription to traditional pay TV services; excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, Sling TV, etc.); non-pay TV viewers are those who have canceled their subscription or have never had traditional pay TV services; includes cable, satellite, telecom/fiber operators, and multiple system operators (MSOs)
Source: eMarketer, Feb 2022

275630 eMarketer | InsiderIntelligence.com

More like this:

- Report: [Q2 2022 Digital Video Trends](#)
- Article: [How the leading ad-supported streamers compare](#)
- Article: [CTV is fueling the US TV ad industry](#)