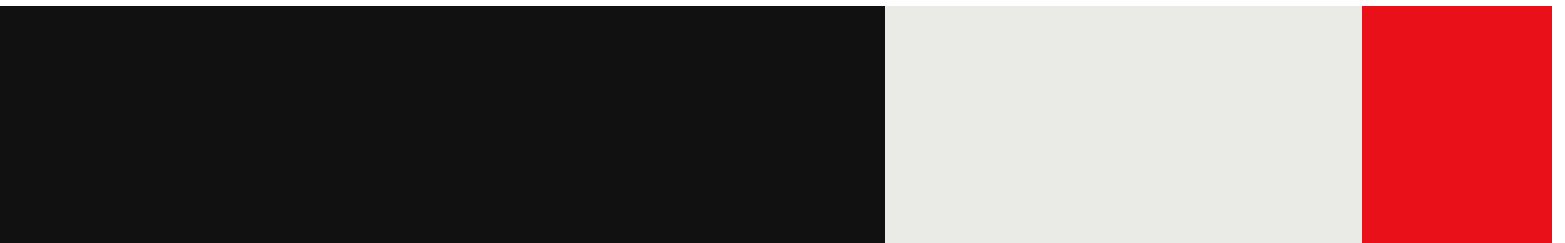


What will the media world look like in 2030? Part 2: Pay TV, digital video, and esports

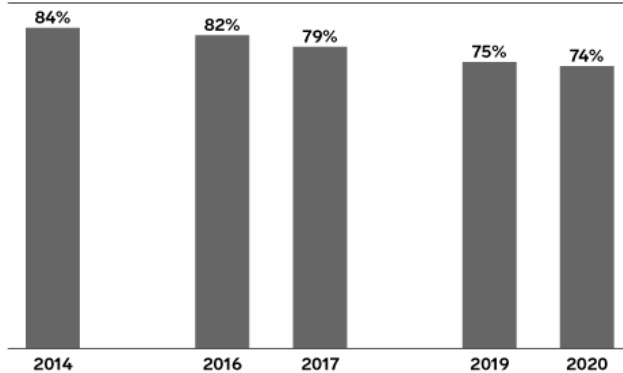
Audio



On today's episode, we discuss what the world will look like in 2030. How many households will still have pay TV, who will be the top three SVOD players, how big can esports get, and more. Tune in to the discussion with eMarketer vice president of forecasting Monica Peart, senior director of forecasting Shelleen Shum, and directors of forecasting at Insider Intelligence Cindy Liu and Oscar Orozco.

US Pay TV Household Penetration, 2014-2020

% of TV households



Note: includes cable, satellite, telco, and internet-delivered (vMVPD/skinny bundle)

Source: Leichtman Research Group Inc. (LRG), "Pay-TV in the U.S. 2020" as cited in press release, Nov 6, 2020

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