

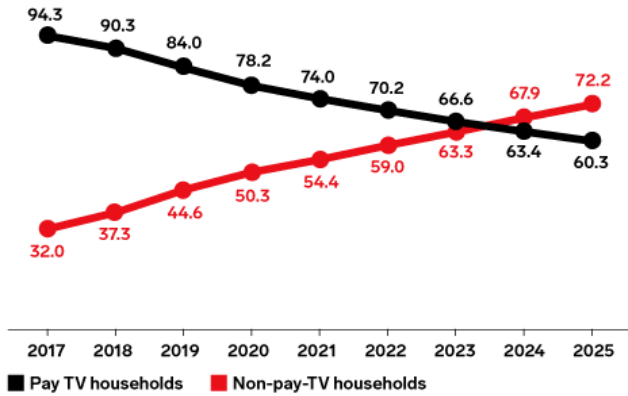
Here's when non-pay-TV households are expected to surpass pay TV households

Article

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With more households cutting the cord and bidding traditional cable farewell, **non-pay-TV households are expected to surpass pay TV ones by 2024**—evidence that streaming platforms are not just competing with traditional TV, but they're winning.

US Pay TV vs. Non-Pay-TV Households, 2017-2025
millions



Note: pay TV households 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 households are those that have cancelled their subscription or have never had traditional pay TV services
Source: eMarketer, March 2021

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