


# Podcast | How Cord-Cutters Are Reshaping the Pay TV Landscape

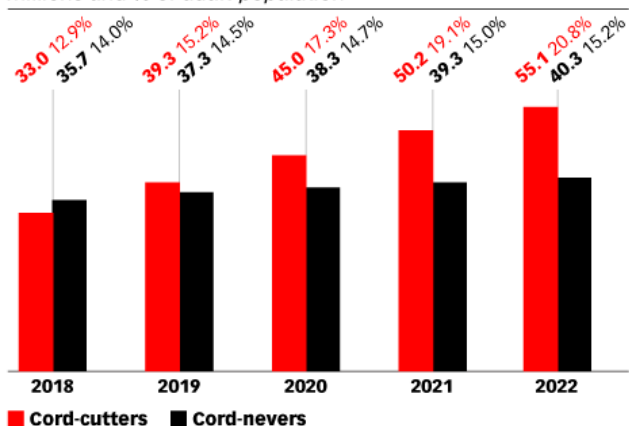
Audio



In the latest episode of "Behind the Numbers," eMarketer principal analyst Paul Verna discusses the changes in how US consumers are paying for TV. Why are some Americans cutting the cord or never signing up for cable in the first place?

### US Adult Cord-Cutters and Cord-Nevers, 2018-2022

millions and % of adult population



Note: ages 18+ who no longer have or never had access to traditional pay TV service

Source: eMarketer, July 2018

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