

# What a difference a year makes in cable cord-cutting

Article

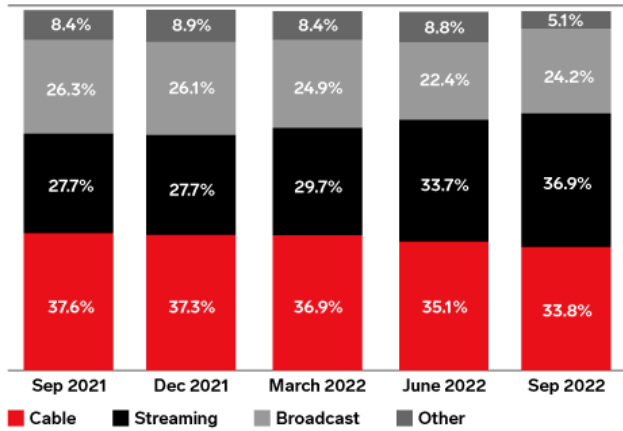
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Time spent with cable and broadcast TV is decreasing, a trend that's been particularly pronounced over the past year. Streaming accounted for **36.9%** of US time spent with TV as

of September 2022, up from **27.7%** in the same month in 2021, according to Nielsen. Streaming stole share from all other TV categories.

### Share of US Time Spent With TV, by Type, Sep 2021-Sep 2022

% of total



Note: ages 2+; numbers may not add up to 100% due to rounding  
Source: Nielsen as cited in company blog, Oct 20, 2022

278930

eMarketer | InsiderIntelligence.com

**Beyond the chart:** Next year, for the first time, non-pay TV households will [outnumber pay TV households](#) in the US—by nearly **6 million**, per our forecast.

Broadcast TV saw a slight bump between June and September 2022 due to sports programming, specifically the new football season, according to Nielsen. But as sports viewers [increasingly move to digital](#), broadcast networks and advertisers won't be able to count on that seasonal bump.

### More like this:

- Report: [US Video Trends to Watch for 2023](#)
- Article: [The streaming wars go global](#)
- Article: [Why aren't marketers spending more on connected TV?](#)