

# The Weekly Listen: What's next for cable, searching differently, and CES 2022

Audio

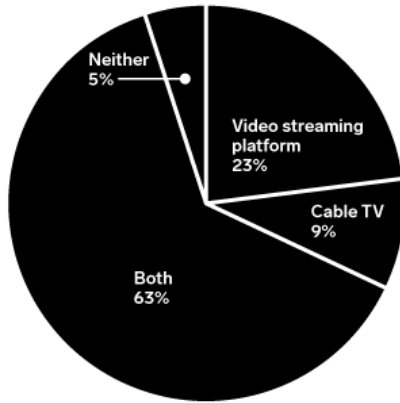
On today's episode, we discuss when cable households will dip below 50%, an alternative search engine to Google, clickable podcast ads on Spotify, what the "superest" super app is in

the West, the biggest takeaways from CES 2022, some uncommon knowledge about sustainability, where sunglasses originally came from, and more. Tune in to the discussion with eMarketer principal analyst Paul Verna, analyst Blake Droesch, and director of reports editing at Insider Intelligence Rahul Chadha.

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**US TV Service Subscribers Who Pay for Cable TV vs. a Streaming Video Platform, Sep 2021**

% of respondents



Note: ages 18+ who subscribe to at least one TV service (broadcast, cable, or streaming video service)

Source: Mohu, "TV Viewership Index 2021," Nov 9, 2021

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