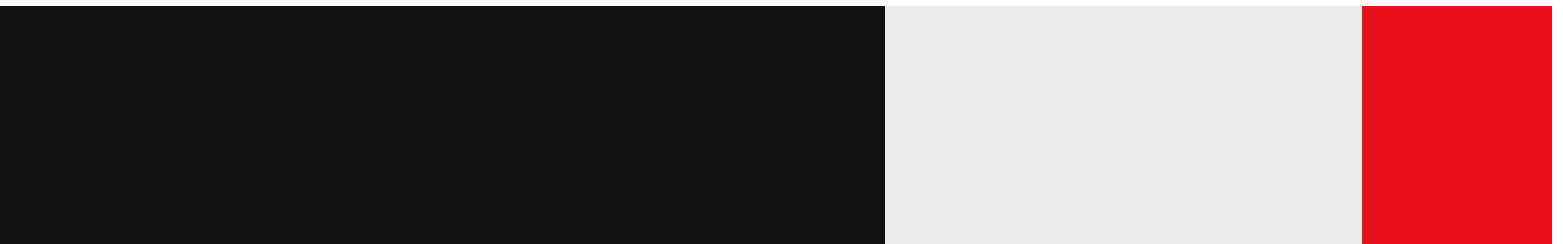


# Our relationship with cable, counting co-viewing, and a new Paramount+/Showtime bundle

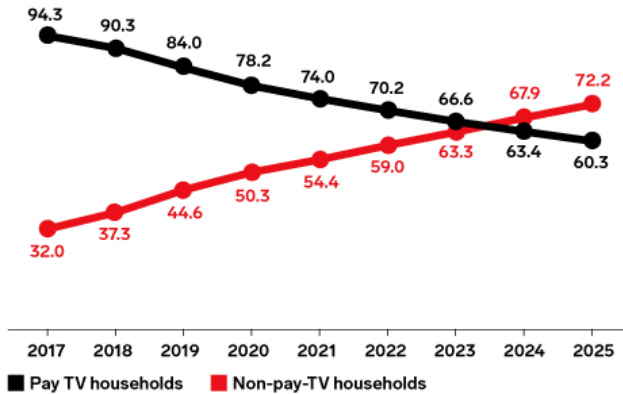
Audio



On today's episode, we discuss how people's attitudes towards cable changed during the pandemic, where cable is thriving, and how folks think about price. We then talk about how to count co-viewing, how much of a splash the new Paramount+/Showtime bundle can make, and how sports fans have changed. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Paul Verna.

### 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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