

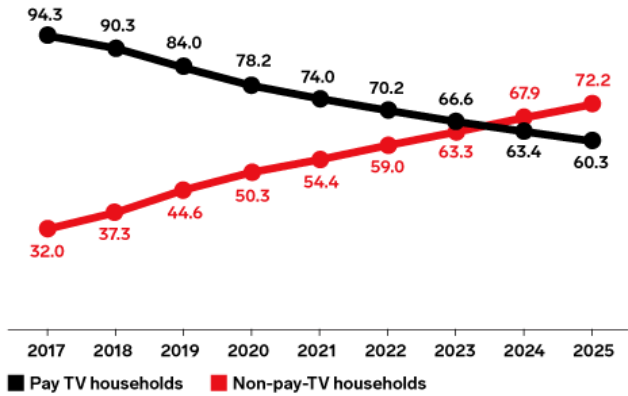
The 'Behind the Numbers' analysts' choice awards

Audio

On today's episode, we look at how awards shows are doing and hand out some pretend awards of our own: "Must-Pay-Attention-To Video Streaming Platform," "Traditional Media Dark Horse," "Standout Brand/Company/Advertiser of the Year," and more. Tune in to the discussion with eMarketer principal analysts at Insider Intelligence Jeremy Goldman, Nicole Perrin, Jillian Ryan, and Debra Aho Williamson.

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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