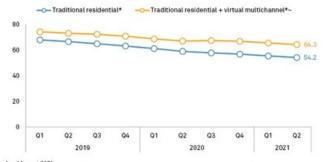
# U.S. video losses slow to 1.5 million alongside virtual service growth

NEW YORK, Aug. 23, 2021 /PRNewswire/ -- The quarterly variations in the pace of U.S. traditional multichannel erosion offered slight improvement in the second quarter of 2021 without fundamentally altering the longer-term trajectory, according to Kagan, a media research group within S&P Global Market Intelligence. Losses to cable, telco and satellite video services slowed from the year-ago period to 1.5 million and were accompanied by improvements to the comparisons for the first six months and trailing 12-month periods from 2020.

Kagan's latest report found that continued sluggish virtual multichannel growth hampered progress in maintaining the number of subscriptions to a package of live linear network and on-demand content represented by the combined traditional and virtual multichannel segments. The combined virtual and traditional multichannel households accounted for 64.3% of occupied households at 83.1 million residential subscriptions.

### Residential multichannel subscriptions as a percentage of US occupied housing units (%)



As of August 2021.

\*\*Calculated using Kagan estimates for combined residential multichannel subscriptions for cable, DBS and telco, including households with multiple subscriptions. Excludes commercial subscribers. Historical figures revised.

\*\*Represents total virtual service subscriptions from services including but not limited to Sling TV, AT&T TV, AT&T TV NOW, Hollu with Live TV and YouTube TV.

Occupied house just a given of from U.S. Census reports including occupied, temporarily occupied and occasional use housing units.

Occupied housing units revised by U.S. Census with Q2\*21 release.

Sources: Industry data; Kagan estimates

Kagan, a media research group within the TMT offering of S&P Global Market Intelligence.

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## Additional takeaways from Kagan's Q2 2021 U.S. multichannel subscribers report:

- Virtual multichannel eked out a 0.7% sequential uptick in subscribers, passing 13 million customers. The segment gained 2.7 million subscribers in the 12 months ended June 30, 2021.
- Cable losses slowed sequentially. For the six-month period endedJune 30, however, 2021 shows the sector's largest decline on record, topping the previous trough logged in 2020 by nearly 10%.
- Satellite multichannel logged its smallest quarterly net losses since the second quarter of 2018, but the segment remains on a seemingly inexorable downward trajectory, ending the period with an estimated 20.5 million subscribers, down 39% from its first-quarter 2014 peak.
- Telco video subs slumped to 7.3 million. Overall losses were driven by the estimated 7.5% sequential decline in AT&T Uverse subscribers, while Verizon Fios notched a more moderate 1.6% slide, a pace more in line with the cable sector.

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**Media Contact** 

Amanda Oey S&P Global | Market Intelligence Tel: 212-438-1904

amanda.oey@spglobal.com



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