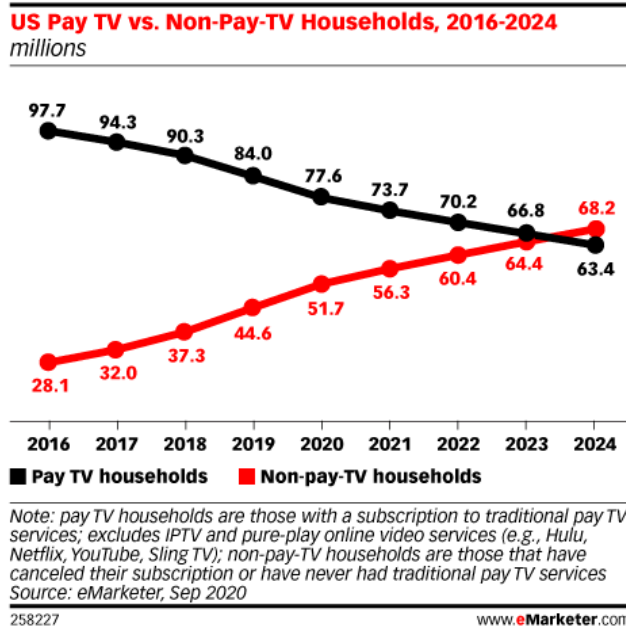


# Most US Households Won't Have a Pay TV Subscription by 2024

## ARTICLE

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The pandemic created a perfect storm to accelerate cord-cutting: Consumers tightened their wallets, live sporting events were canceled or postponed, and pay TV providers cut back on promotional pricing to sustain profitability. We expect the number of US pay TV households to decline by 7.5% to 77.6 million this year.



Comparatively, non-pay-TV households, which include cord-cutters and cord-nevers, will increase from 44.6 million in 2019 to 51.7 million this year. This trend will continue throughout our forecast period; by 2024, cord-cutters and cord-nevers will outnumber pay TV subscribers.

Read More:

- [US Pay TV Suffers Historic Cord-Cutting](#)
- [Peacock Reported 10 Million Sign-Ups, but Marketers Should Keep an Eye on Time Spent](#)
- [Spain Will Have Over 20 Million Subscription OTT Service Users by 2021](#)

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