



Agenda Item Report

Meeting Type: Cable Commission

Meeting Date: September 23, 2024

Item Title: August 2024 Cable Industry Report

Submitted By: David Bennett, Communications & Economic Development Coordinator

Detailed Description of Subject Matter:

Nielsen's *The Gauge* highlights ongoing trends in TV viewership. In the month of August, the article reports that cable's total viewing is at 26.3%. This is a decrease from 26.7% in July. Cable did see a peak of 27.9% during the Democratic National Convention. Year-over-year, cable has decreased from 30.2% of all TV viewers to 26.3%.

Other tech news outlets report that DirectTV and Dish, the two largest satellite providers, who are counted towards linear TV along with cable are looking to merge again. It is believed that this time the merger probably won't be blocked by the FCC due to lack of cable / satellite TV competitiveness vs streaming.

Charter has not been advertising cable, just streaming for its TV offerings. Staff have not been able to reach any meaningful Charter employee about the possibility and feasibility of getting on its streaming platforms. Previous phone discussions ended with staff being told it was too costly for the City to set up. Currently the channel is broadcasting to Roku and staff is working on setting up the City's new YouTube channel.

List all Supporting Documentation Attached:

Spectrum Ad

Nielsen's *The Gauge* article from August 2024

Action Requested of the Cable Commission:

Review and discussion.