



## Agenda Item Report

**Meeting Type:** Cable Commission

**Meeting Date:** January 27, 2025

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**Item Title:** Cable TV Industry Report

**Submitted By:** David Bennett, Communications & Economic Development Coordinator

**Detailed Description of Subject Matter:**

Cable TV as a platform has seen a 4.4% drop in 2024 in viewers due to cord-cutting and streaming. Cable is now only 23.8% of all TV watched according to Nielsen ratings. Charter video customers have declined to 13,015 million versus 14,379 million in the 3<sup>rd</sup> quarter from 2023 – 2024. Charter is evolving its business model to cater for its broadband business and is now using its cable offerings as an extra for its internet and streaming services. Comcast is spinning off its cable assets into a separate company. Paramount Global is merging with Skydance and will axe most of its cable holdings in the process. Disney is focused on consolidating its streaming business by combining Hulu and Fubo. Mergers and acquisitions for media are expected to increase in 2025.

**List all Supporting Documentation Attached:**

Cable TV Industry News

**Action Requested of the Cable Commission:**

None requested.