

Cable TV Industry Reporting

General News:

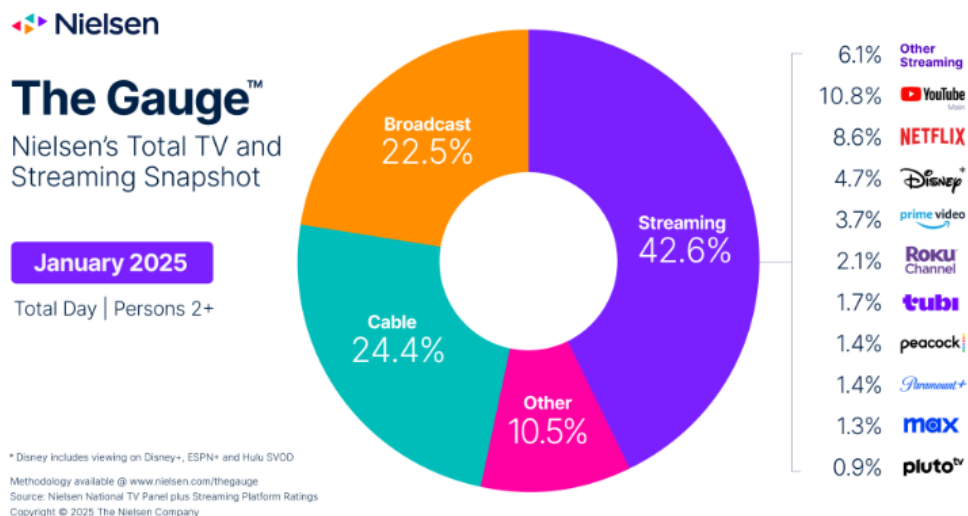
According to Nielsen data, in 2024, there were only three cable networks that averaged more than one million viewers in prime time, Fox News, ESPN and MSNBC. They were also the only three cable networks to amass an average audience of over one million prime time viewers in 2023. By comparison, in 2014 when cord cutting was nascent, there were 19 cable networks that had surpassed the one million audience threshold.

The 2023-2024 season will be the last for the NBA on TNT. This marks the end of pro basketball's exclusivity on cable TV. The NBA inked a deal in July 2024 to add NBC/Peacock and Prime Video as it focuses on streaming platforms and wider audience reach. The NBA Commissioner, Adam Silver has cited declining cable trends for NBA's loss in audience this season.

The loss in cable viewing is chronicled by Nielsen's monthly Gauge Report. In the November 2024 report, cable TV accounted for 25.0% of the audience share among all viewers. By comparison, in November 2023 cable's audience share was 28.3%, in November 2022 cable accounted for an audience share of 31.8%. Cable TV is currently accounting for 24.4% as of January 2025.

In 2024 the revenue loss from cable impacted their parent companies' earnings report. In August both Warner Bros. Discovery and Paramount Global announced they were taking a write down in the value of their cable networks. Warner Bros. / Discovery (WBD) announced a financial write down of \$9.12 billion, the following day Paramount Global announced a \$5.98 billion financial write down. These back-to-back announcements were an indication of the declining value of cable television.

Media companies' response to the dwindling value of the cable units continued. In November, Comcast announced they were spinning off most of their cable networks (with the exception of Bravo). The media company announced the launch of a new standalone company, tentatively called SpinCo to house their cable networks (and other digital assets) as their value declines. Warner Bros. / Discovery (WBD) followed by announcing they would be separating their cable TV networks from their streaming and studio units with the possibility of selling them off.



Charter News:

Charter began to phase out its legacy cable plans in 2023. These legacy plans are replaced with the new Spectrum package that is missing many channels that were previously included. Many of the removed channels can be added back with an additional add-on from Charter or may be attainable through that specific channel's app.

In 2024, Charter relaunched the Spectrum brand with a focus on seamless connectivity and entertainment and is expected to enhance customer value and satisfaction. It lost almost 9% of its video subscribers in 2024, ending with 12.9 million. In comparison, YouTube TV has added subscribers and recently surpassed 8 million total subscribers.

Spectrum had raised its pricing on its legacy boxes in an effort to accelerate the move over to its Xumo streaming player. Although Xumo has become the new default cable TV box, it does not use traditional cable TV to function – only Spectrum's streaming TV service over internet. The company is phasing its transition by not actively taking away existing set-top boxes, but by giving the Xumo player to its new customers and converting current set-top box users into Xumo users.

