

## Cable TV Analytics

Spectrum cable channel 980: No data available

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Spectrum (aka Charter) will not provide us with analytics regarding actual cable TV viewers.

Cablecast Live: We get an average of 100 – 200 viewers per month during City meetings live streams.

Cablecast video on demand (VOD): An average of 40-45 viewers per month on City meetings, with less than 5 on average of anything else prior to utilizing YouTube for VOD. Since using YouTube, the VOD views from Cablecast have dropped to around 15-20 on average for top programs.

City Website/YouTube: Has significantly cut down on the viewers per month from the Cablecast VOD. An average of 35-50 viewers depending on the City meeting.