



## **Agenda Item Report**

**Meeting Type:** Cable Commission

**Meeting Date:** August 26, 2024

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**Item Title:** July 2024 Cable Industry Report

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

**Detailed Description of Subject Matter:**

Staff is providing insight into the cable industry highlighting Charter – whose cable platform the City is broadcasting to and Nielsen's publication, The Gauge which provides a snapshot of consumers' preferred TV viewing.

Charter has lost an additional 405,000 video (cable) subscribers in the 2<sup>nd</sup> quarter of 2024. On the year, it has lost 813,000 subscribers. Year-over-year (July 2023 through July 2024), Charter has seen a decline of 1,353,000 video subscribers dropping from 14,071,000 residential video customers to 12,718,000.

Nielsen's analytics show that the Summer Olympics drove increases to broadcast and streaming since June's report. YouTube becomes the first streaming platform to break 10% of total TV viewing. Cable decreased from 27.2% of total TV viewing in June to 26.7% in July. In July 2023, cable held a 29.6% share.

**List all Supporting Documentation Attached:**

Charter Communications Q2 2024 Financial Addendum

Nielsen's The Gauge article

**Action Requested of Cable Commission:**

None