

# Most People Still Watch About 10 Channels

While the average household has expanded access to around 200 TV channels through cable or satellite TV, research and informal surveys show that most people still only watch about 10 channels no matter how many they have available.

## **More TV Channels Available**

Recent Nielsen findings show that the number of TV channels in most homes has steadily climbed from around 130 in 2008 to a current average of 180 channels. Still, having more TV channels available doesn't mean you have more time to watch them. If you were watching 10 channels just a few years ago, you very likely spend about the same amount of time watching TV today, no matter how you're doing it.

## **TV Viewing Changing Pathways**

What has changed is the mix of 10 channels people are watching and the way they're watching TV. Simple things like DVRs and On Demand capabilities are much more available in most homes, so it's more common to record or stream an episode or movie than it was even a few years ago. Digital equipment, expanded recording space, better Internet connections and improved technology are all making access to recorded and Internet based TV easier all the time.

## **Connected Devices and Streaming Are Widely Used**

Add in streaming options and connected devices, and there's a further decrease in the amount of time spent with the traditional big set. It's true that most people watch their favorite 10 channels on a big set, especially when they watch complete episodes and movies, but there is a definite shift among many, especially those under 20, to watch live and recorded TV channels using tablets, smartphones and many other mobile devices. They may not watch as long on these devices, yet time on a tablet usually means time away from a big set. If you're streaming the Disney Channel, you're probably not watching The History Channel live at the same time.

## **The Mix of Favorite 10 Channels is Changing**

If you consider the top 10 channels you regularly watched just five years ago, most of them were probably live TV with some recorded favorites here and there. Now, services like Netflix and Amazon Prime are part of our regular viewing choices and for many, their first go-to channel option. For example, ABC, CBS and NBC might have topped your list of favorite 10 channels not long ago. Today, you may have Netflix, Hulu and iTunes in your top three and very often at the top of your list of favorites. Unless your viewing time has changed significantly, most people have only changed their mix of 10 channels, not added to them.

10channels.com was designed to help consumers find the best way to get favorite channels, no matter how many are on the list. It's how the site got its name . Of

course, many people want more than just 10 channels, some even want 200, and 10Channels can help no matter how many an individual wants. The key is finding the best way to get these favorite channels. We can't yet buy channels individually, but it is possible to find a package more focused on the 10 channels, whichever ones they are.

Your favorite 10 channels may include NBC, PBS, AMC, History and ESPN Game Plan. Everyone is different and everyone's list of favorite 10 channels will vary. When you add great networks to the "channels" you may be downloading or streaming like Amazon Prime, or the ones you watch using Roku or another Internet connected media device, the combination can deliver the right 10 channels for you.

### **Find Your Favorite 10 Channels**

If you haven't done it already, find the best way to get your favorite TV channels by using <http://www.10channels.com>. You can most likely save money when you have the right-sized cable or satellite package. We also think you'll be happier with your cable or satellite TV service when you're watching the channels you have. Together with many other options available today, you'll have your own list of the perfect 10 channels.