



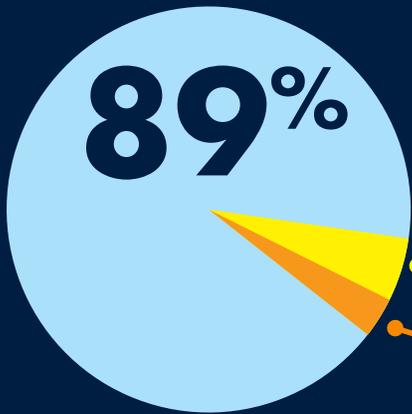
# hub

2015: WHAT'S TV WORTH



## OVERVIEW OF KEY FINDINGS

### THE CORD CUTTING REVOLUTION IS STILL ON HOLD:



OF VIEWERS HAVE A PAY TV SUBSCRIPTION—UNCHANGED IN THE PAST TWO YEARS

**6% CORD CUTTERS:** Don't subscribe to pay TV now, but did in the past

**4% CORD NEVERS:** Don't subscribe to pay TV now, and never have

# 87%

OF MILLENNIALS—ASSUMED TO BE MOST AT RISK OF CORD CUTTING—STILL HAVE A PAY TV SUBSCRIPTION

### MORE TV IS WATCHED LIVE THAN ANY OTHER WAY:

LARGEST SHARE OF TOTAL TV CONSUMPTION



LIVE TV ACCOUNTS FOR MORE TOTAL TV CONSUMPTION THAN ANY OTHER SINGLE SOURCE

MOST COMMON "DEFAULT" SOURCE FOR TV



MORE VIEWERS SAY THAT LIVE TV IS THEIR DEFAULT—THE THING THEY TURN ON FIRST WHEN THEY WANT TO WATCH—THAN ANY OTHER SOURCE

MOST INDISPENSABLE TV SOURCE



NEARLY HALF SAY IF THEY HAD TO CUT ALL THEIR TV SOURCES EXCEPT ONE, THEY'D KEEP LIVE TV—HIGHEST OF ALL SOURCES



## HOWEVER...

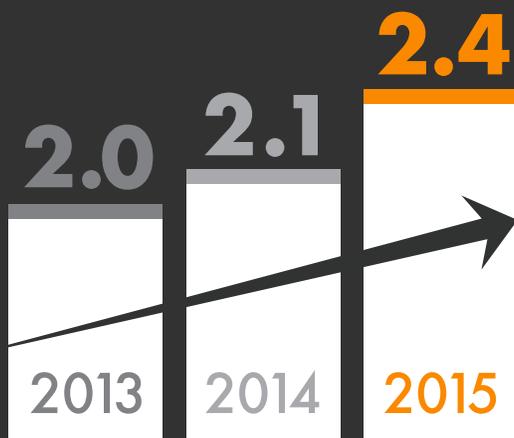
# ONLINE SOURCES CONTINUE TO GAIN TRACTION:

**74%** OF MVPD SUBS USE AT LEAST ONE ONLINE TV SOURCE.

...WHILE THE % OF VIEWERS WHO SAY THAT LIVE TV IS THEIR **DEFAULT SOURCE** IS FALLING

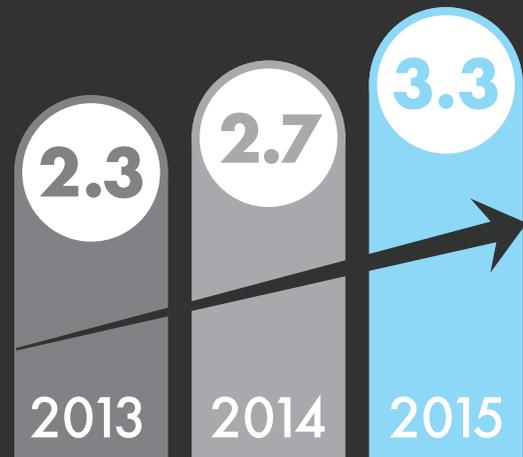


THE NUMBER OF ONLINE TV PLATFORMS USED BY MVPD SUBSCRIBERS CONTINUES ITS UPWARD CLIMB



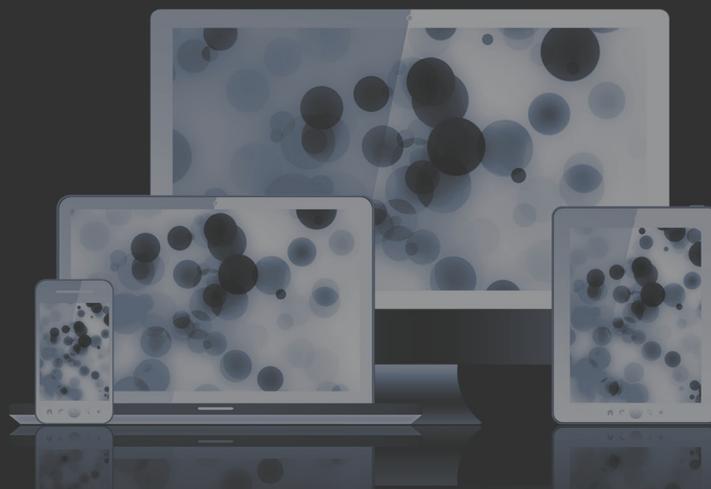
AVERAGE NUMBER OF SOURCES USED TO WATCH TV ONLINE  
AMONG PAY TV SUBSCRIBERS

IN 2015, THE AVERAGE ONLINE VIEWER USES **3.3 DEVICES** TO WATCH ONLINE CONTENT—ALMOST 50 PERCENT MORE THAN IN 2013



AVERAGE NUMBER OF DEVICES USED TO WATCH TV ONLINE\*  
AMONG THOSE WHO WATCH ONLINE TV AT ALL

\*Online devices only—does not include DVR, VOD, or set-top box for Live TV



Based on an online survey of 1,507 U.S. TV viewers with broadband, age 16 to 74 (NOTE: multiyear comparisons are 16-64)

Download an excerpt of this report at [www.hubresearchllc.com](http://www.hubresearchllc.com)

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