Table of Contents

**Objectives/Overview/Methodology** .......................................................... 2-4

**Pay-TV Landscape**
- Key Findings and Trends ......................................................................... 5-7
- Overview of Results .................................................................................. 8-32
  - Pay-TV Subscriptions Nationwide
  - Pay-TV Penetration Compared to Previous Years
  - Market Share Changes Compared to Previous Years
  - Distribution of Services by Age
  - Distribution of Services by Income, Location, and Home Ownership
  - Non-Subscribers’ Most Recent Pay-TV Subscription
  - Top Reasons for Not Subscribing to a Pay-TV service
  - Non-Subscriber Trends by Income, Age, and Other Demographics
  - Non-Subscribers’ Use of SVOD Services and TV Antennas
  - Non-Subscribers’ Planning to Subscribe Again Compared to Previous Years
  - Current Subscribers not Subscribing over the Past Two Years
  - Demographic Comparisons of Pay-TV Subscribers and Non-Subscribers

**Subscribers & Reasons to Subscribe**
- Key Findings and Trends ......................................................................... 33-34
- Overview of Results .................................................................................. 35-48
  - Main Decision-Maker in the Decision to Subscribe to a TV Service
  - Length of Time with Current Pay-TV Provider
  - Top Reasons for Getting Pay-TV Provider
  - Recent Disconnects — Current Services
  - Importance of Features in the Decision to Get TV Service Overall
  - Importance of Features in the Decision to Get TV Service Compared to Previous Years
  - Importance of Features in the Decision to Get TV Service by Subscription
  - Most Important Reasons to Get TV Service Overall
  - Most Important Reasons to Get TV Service by Video Subscription
  - Interest in Pay-TV Services with a Limited Number of Channels
  - Interest in the Ability to Customize Skip TV Commercials
  - Interest in Sharing Log-in Passwords
  - Expect to Continue to Subscribe to Pay-TV in Three Years

**Satisfaction, Spending, and Likelihood to Switch**
- Key Findings and Trends ......................................................................... 49-50
- Overview of Results .................................................................................. 51-67
  - Satisfaction with Pay-TV Provider
  - Subscribers’ Ratings of Provider by Category
  - Ratings of Providers Compared to Previous Years
  - Net Promoter Scores
  - Customer Contacts to Solve Problems and First Call Resolution of Problems
  - Pay-TV Subscriber Spending Compared to Previous Years
  - Spending on TV Service by Income
  - Household Spending Compared to Previous Years
  - How Subscribers Save Money Compared to Prior Years
  - Pay-TV Subscribers’ Likelihood to Switch
  - Most Common Reasons for Potentially Switching Pay-TV Service
  - Pay-TV Subscribers’ Likelihood to Disconnect
  - Subscribers with Contract Agreements
Pay-TV in the U.S. 2021

Premiums & SVOD Services

Key Findings and Trends ................................................................. 68
Overview of Results ........................................................................ 69-77
- Premium Subscriptions among Pay-TV Subscribers
- Premium Subscriptions by Income
- Subscriptions by Premium Provider
- Disconnecting, Downgrading and Adding Premium Services
- Reasons for Dropping or Disconnecting Premium Service
- Netflix Subscriptions Compared to Previous Years
- Amazon Prime and Hulu Subscriptions Compared to Previous Years
- Subscriptions to SVOD Services Overall
- Distribution of Pay-TV and SVOD Services

TV, Watching TV and Related Services

Key Findings and Trends ................................................................. 78-79
Overview of Results ........................................................................ 80-98
- Number of TV Sets Used in the Home
- TV Sets Connected to a Set-Top Box, or Not Receiving Pay-TV Programming
- Total Channels from Pay-TV Provider, and Total Channels Watched
- Must Have Networks and Genres as Part of a TV Service
- Most Frequently Viewed Genres of Programming
- Usage of TV Everywhere and on-Demand
- Consumers Currently in Bundles by Pay-TV Subscription
- Online Subscriptions by Pay-TV Service
- Moved in the Past Year
- Expecting to Move in the Next Year
- Various Products and Services in the Home by Pay-TV Service
- Products and Services in the Home by Income
- Products and Services in the Home Compared to Previous Years
- Time Watching TV Each Day Since the Impact of the Coronavirus
- Satisfied With Pay-TV Service Since the Impact of the Coronavirus
- Satisfied With Internet and Streaming Services Since the Impact of the Coronavirus

Summary and Implications ................................................................. 99-100