**Broadcast Ratings Down 'Shocking' 39% in July, Analyst Declares**

Continued cord-cutting and the shift to streaming resulted in what analyst Michael Nathanson of MoffettNathanson called a "shocking" 39% decline in C3 ratings for broadcast in July.

***Next TV/Broadcasting+Cable 8/23/22***

[*https://www.nexttv.com/news/broadcast-ratings-down-shocking-39-in-july-analyst-declares?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=D9968372-DEC0-429A-BBF9-323FFAE8842F&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/broadcast-ratings-down-shocking-39-in-july-analyst-declares?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=D9968372-DEC0-429A-BBF9-323FFAE8842F&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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