**Data Shows Cord-Cutting Movement Gaining Speed**

Cable and satellite television providers in the US lost subscribers in record numbers last year, ceding some six million customers to the cord-cutting movement that has seen viewers embrace on-demand streaming platforms over traditional pay-TV models, analysts at MoffettNathanson say. Pay-TV subscriptions peaked in 2009 -- when 87.8% of US households had satellite or cable packages -- but those numbers fell to only 65.3% in 2019.

***Variety online 2/19/20***

[***https://variety.com/2020/tv/news/cable-satellite-tv-2019-cord-cutting-6-million-1203507695/***](https://variety.com/2020/tv/news/cable-satellite-tv-2019-cord-cutting-6-million-1203507695/)

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