**Study: Diversity Key To Keeping Black Audiences**

The number of Black households with a pay TV subscription has dropped from 88% in 2017 to just 61% in 2021, marking a dramatic decline in a demographic historically loyal to cable and satellite television, a Horowitz Research study indicates. There is still strong interest in live content among Black viewers, and culturally relevant local, national and international programming.

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[*http://r.smartbrief.com/resp/oueVDwljflcRlwnwazbVfgalmqfz?format=multipart*](http://r.smartbrief.com/resp/oueVDwljflcRlwnwazbVfgalmqfz?format=multipart)

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