**How the TV Nets are Adapting to Ad-Skipping**

Consumers have been seeking ways to avoid ads — signing up for ad-free subscription services such as Netflix and Amazon’s Prime Video or digitally recording television shows so they can zip through the commercials. But network execs are working more closely with advertisers to weave products into the story lines of TV episodes and producing more shows that viewers will watch live.

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<http://www.latimes.com/business/hollywood/la-fi-ct-upfront-television-advertising-20170514-story.html>

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