**Study: On-Demand Viewing on the Rise**

Viewing via on-demand services is on the rise and is the first choice for 48% of consumers, per a Hub Entertainment Research study. The study also found that live TV viewing through traditional providers has dipped from 47% last year to 39% this year.

***Deadline Hollywood 7/13/18***

[***https://deadline.com/2018/07/only-39-percent-viewers-choose-live-tv-as-default-study-1202425625/***](https://deadline.com/2018/07/only-39-percent-viewers-choose-live-tv-as-default-study-1202425625/)

***Image credit:***

[***http://s3.amazonaws.com/digitaltrends-uploads-prod/2013/12/netflix-movies-expiring-jan-2014.jpg***](http://s3.amazonaws.com/digitaltrends-uploads-prod/2013/12/netflix-movies-expiring-jan-2014.jpg)