**US Pay TV Penetration Will Drop Below 50% In 2023**

By the end of 2023, less than half of US households will have a traditional pay TV subscription. The total number of pay TV households will drop to 65.1 million, a 4.8% decrease from 2022.

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[*https://www.emarketer.com/content/pay-tv-penetration-free-fall?ecid=NL1001*](https://www.emarketer.com/content/pay-tv-penetration-free-fall?ecid=NL1001)

*Image credit:*

[*http://bzfilm.com/wp-content/uploads/2013/02/pay-tv.jpg*](http://bzfilm.com/wp-content/uploads/2013/02/pay-tv.jpg)