**Pay-TV Loses 2.1M Subscribers During Q1**

Year-over-year subscriber losses increased for traditional pay-TV providers from 8.9% in the fourth quarter of 2021 to 9% in the first quarter of 2022, MoffettNathanson reports. Conversion rates for virtual platforms also dropped from 35.6% in Q4 2021 to 32.8% in the first quarter of this year.

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[*https://www.tvtechnology.com/news/cord-cutting-worsens-for-linear-video-in-q1-with-21-million-subs-lost?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm\_content=450DD991-300F-436A-B4E0-22673DEFA0D4&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.tvtechnology.com/news/cord-cutting-worsens-for-linear-video-in-q1-with-21-million-subs-lost?utm_source=SmartBrief&utm_medium=email&utm_campaign=45863C53-9E40-4489-97A3-CC1A29EF491D&utm_content=450DD991-300F-436A-B4E0-22673DEFA0D4&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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[*https://www.dignited.com/wp-content/uploads/2017/05/pay-tv.png*](https://www.dignited.com/wp-content/uploads/2017/05/pay-tv.png)