**Study: Pricing Influences A La Carte Package Interest**

Broadband consumers selected 19 channels for a la carte packages in a recent Hub Entertainment survey, which asked 1,500 respondents to create their own bundles. However, when shown average pricing, more than half of the respondents cut their lists to nine networks; 48% chose at least one subscription-video-on-demand network.

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[***http://www.multichannel.com/news/finance/let-s-get-ready-bundle/411717***](http://www.multichannel.com/news/finance/let-s-get-ready-bundle/411717)

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[***http://blinklist.com/files/field/image/mohu.png***](http://blinklist.com/files/field/image/mohu.png)