**The Latest Argument for Cord Cutting: Cat Videos**

In fact, there’s growing evidence short-form could drive the next round of cord cutting, or giving up pay TV subscriptions. A new study from Horowitz Research looks at short-form video habits. Not only did 76 percent of internet users 18 and over report watching this type of video weekly, but 23 percent said they watch this genre instead of watching television.

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<http://www.medialifemagazine.com/latest-cord-cutting-argument-cat-videos/>

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