**TiVo Study Reveals Consumers' Preference for Price Per Network**

In a recent TiVo study, consumers gave a value of approximately $1.50 per TV network, putting a 10-channel bundle at $15.30 and 20 channels at $32.92 -- lower than skinny bundle pricing found in other studies. This may indicate that the industry should consider a universal price per network for skinny bundles, writes Wayne Friedman.

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<http://www.mediapost.com/publications/article/289257/market-weighs-in-on-skinny-tv-new-tv-packaging.html>

image source:

<http://www.vogue.com/wp-content/uploads/2015/04/30/skinny-bundle-tv.jpg>