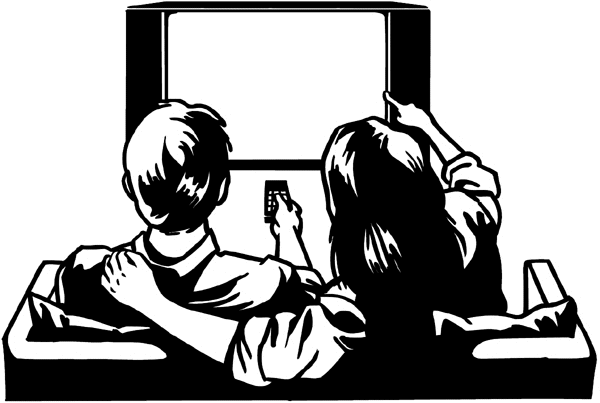
**Nielsen: TV Households Grow, Pay-TV Numbers Drop**

The number of TV households in the US has climbed to 118.4 million, but the number of pay-TV households has dropped by 1.7% compared with last year, Nielsen data indicate. Also, data for major broadcast networks "effectively matches the rise in TV households."

***Deadline.com 12/28/16***

<http://deadline.com/2016/12/pay-tv-reach-continues-fall-viewing-households-grow-nielsen-estimates-1201876342/>

Image source:

<http://www.signspecialist.com/decals/beevault/images/Radio%20Television%20Video%20078-0156.gif>