**Analysis Finds TV's 55+ Viewers Eroding For First Time**

While total viewers (two years or older) have been eroding for some time, the fact that TV’s most diehard and heaviest viewers also are abandoning the medium should come as a wakeup call for many in the TV and advertising industry.

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<https://www.mediapost.com/publications/article/340580/analysis-finds-tvs-55-viewers-eroding-for-first.html?utm_source=Listrak&utm_medium=Email&utm_term=TV%26%23039%3bs+55%2b+Viewers+Eroding+For+First+Time&utm_campaign=AT%26T+Losing+300%2c000+Subs+Over+Blackouts>

Image credit:

<https://i.dailymail.co.uk/1s/2019/02/28/13/10408698-6756181-Over_fifties_who_watch_more_than_3_5_hours_of_television_a_day_a-a-9_1551362069389.jpg>