**Study: Live Programming Dominates College Students' TV Time**

Data collected by Comcast through its Xfinity on Campus service show that 44% of TV consumption by college students between January and June 2018 was live. The most-watched days were Sunday and Thursday, while sports was among the most-watched programming, the data show.

***Broadcasting & Cable 9/13/18***

<https://www.broadcastingcable.com/news/college-kids-give-passing-grade-to-live-tv-comcast>

Image credit:

<http://housing.cua.edu/res/images/student%20life/residents-watching-tv-opus-1.JPG>