**Rise Of Streaming, OTT Hurting Subscription TV**

Parks Associates reports that 7 million television subscriptions were cancelled last year, and operators lost a total of 18 million pay-TV accounts between 2014 and 2020. The rise of over-the-top and streaming content has driven a drop in carriage fees and retransmission deals, increasing the shift to streaming by broadcasters and programmers.

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[*https://www.tvtechnology.com/news/the-cost-of-ott-18-million-pay-tv-subs-lost-2014-2020*](https://www.tvtechnology.com/news/the-cost-of-ott-18-million-pay-tv-subs-lost-2014-2020)

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[*http://blog.modernmechanix.com/mags/qf/c/MechanixIllustrated/9-1953/med\_subscription\_tv.jpg*](http://blog.modernmechanix.com/mags/qf/c/MechanixIllustrated/9-1953/med_subscription_tv.jpg)