**How Sports TV Viewership Is Changing**

An October 2017 report from McKinsey found that ratings for sports TV have dropped, but not because fewer people are tuning in. "Overall reach for sports on TV hasn't declined; ratings have dropped because fans are watching fewer and shorter sessions," the report said. McKinsey also found that many viewers -- especially millennials -- are engaging with their favorite sports and teams in alternative ways, including unauthorized streams on sites like Reddit and through social media.

***Light Reading 2.11.19***

<https://www.lightreading.com/video/ott/how-sports-tv-viewership-is-changing-/a/d-id/749371?&utm_source=Listrak&utm_medium=Email&utm_term=How+Sports+TV+Viewership+Is+Changing&utm_campaign=Local+News+Should+Focus+On+Depth%2c+Emotion>

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