**Less Than Half of U.S. Homes Have Linear Pay TV**

The percentage of U.S. homes subscribing to traditional pay-TV services has dipped below a critical threshold. Leichtman Research Group says that only 49% of U.S. households currently take linear cable, satellite or telco TV, down from 57% just a year ago and 74% in 2018. Yes, that's an 8% decline in 12 months.

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[*https://www.tvtechnology.com/news/pay-tv-continues-its-downward-slide-across-all-demographics?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_medium=email&utm\_content=B3417A34-7A15-49BA-ACEB-E301214F2907&utm\_source=SmartBrief*](https://www.tvtechnology.com/news/pay-tv-continues-its-downward-slide-across-all-demographics?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&lrh=118ef759fa30c9f241e56a8fad187fca3c60b618fcbe1c6663d5bdf5bf126316&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=B3417A34-7A15-49BA-ACEB-E301214F2907&utm_source=SmartBrief)

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