**Media Leaders Eye Change as Pay-TV Subscribers Dwindle**

A number of major media organizations have begun focusing on alternatives to traditional television as the cord-cutting trend continues. Live sports and news might get some people to retain their cable bundles, but many networks might need to consolidate in order to survive.

***CNBC 10.24.20***

[***https://www.cnbc.com/2020/10/24/big-media-companies-reorganize-for-world-of-50-million-tv-subscribers.html***](https://www.cnbc.com/2020/10/24/big-media-companies-reorganize-for-world-of-50-million-tv-subscribers.html)

***Image credit:***

[***https://www.vanguardngr.com/wp-content/uploads/2019/02/pay-tv.jpg***](https://www.vanguardngr.com/wp-content/uploads/2019/02/pay-tv.jpg)