**Over-The-Air TV in Almost 50% More Homes Since 2010**

Nielsen reports that the number of over-the-air TV homes -- those where viewers don't subscribe to cable, telco or satellite services -- has jumped 48% since 2010 to reach 16 million, or 14% of US households with televisions. Homes with at least one subscription-on-demand video service make up 8% of TV households in the US, or 9.4 million.

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[***https://www.broadcastingcable.com/news/nielsen-sees-new-types-of-over-the-air-homes***](https://www.broadcastingcable.com/news/nielsen-sees-new-types-of-over-the-air-homes)

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