**Streaming Penetration Rises to 80% as Smaller Services Grow**

The penetration of streaming in U.S. households has expanded to 80% in the first quarter from 79% in the fourth quarter of last year, according to a new report from analyst Michael Nathanson of MoffettNathanson.

***Next TV/Broadcasting+Cable 4/18/22***

[*https://www.nexttv.com/news/streaming-penetration-rises-to-80-as-smaller-services-grow-analyst?utm\_source=SmartBrief&utm\_medium=email&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_content=8E1063B2-1EFF-4F2B-9ECC-7EA2E2252853&utm\_term=a25693a1-51b6-4112-bde4-56bd420e983f*](https://www.nexttv.com/news/streaming-penetration-rises-to-80-as-smaller-services-grow-analyst?utm_source=SmartBrief&utm_medium=email&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_content=8E1063B2-1EFF-4F2B-9ECC-7EA2E2252853&utm_term=a25693a1-51b6-4112-bde4-56bd420e983f)

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