**Panel Examines Challenges Faced In Syndication**

Ratings for syndicated daytime shows have not dropped as significantly as prime-time programs, but the syndication industry is still facing challenges, a panel of experts at this week's NAB Show said. Some television stations are opting to fill more airtime with news rather than syndicated shows, but syndication offers benefits to top talent that can make it more attractive than other content, panelists said.

***TVNewsCheck (free registration) 4/21/23***

[*https://tvnewscheck.com/programming/article/syndication-while-challenged-remains-essential-to-tv-stations/*](https://tvnewscheck.com/programming/article/syndication-while-challenged-remains-essential-to-tv-stations/)

*Image credit:*

[*https://imgix.ranker.com/list\_img\_v2/17486/2397486/original/tv-syndication-facts-and-statistics?w=817&h=427&fm=jpg&q=50&fit=crop*](https://imgix.ranker.com/list_img_v2/17486/2397486/original/tv-syndication-facts-and-statistics?w=817&h=427&fm=jpg&q=50&fit=crop)