**Why Niche Cable Nets Are on Their Last Legs**

Simply put, the networks that lag on the distribution front and regularly scratch in the Nielsen ratings have almost zero in the way of leverage with their distributors. And as cord-cutting/-shaving continues to erode the traditional distribution model, only the must-carry nets will be invited to board the virtual life rafts that are the so-called "skinny bundles."

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<http://adage.com/article/media/small-change/308086/?utm_source=daily_email&utm_medium=newsletter&utm_campaign=adage&ttl=1488772410&utm_visit=113450>