**YouTube TV Is Now the 5th Largest Pay TV Operator with 5.7 Million Subs**

Leichtman Research Group believes the Google vMVPD added 100,000 customers in Q1, making it the only U.S. operator that grew during the quarter.

***Next TV 5/16/23***

[*https://www.nexttv.com/news/youtube-tv-is-now-the-5th-largest-pay-tv-operator-with-57-million-subs-estimate?utm\_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm\_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm\_medium=email&utm\_content=C8417DB4-76E7-4FE4-937F-7B6B8B8FA68A&utm\_source=SmartBrief*](https://www.nexttv.com/news/youtube-tv-is-now-the-5th-largest-pay-tv-operator-with-57-million-subs-estimate?utm_term=A25693A1-51B6-4112-BDE4-56BD420E983F&utm_campaign=C74FC4FA-5D4D-4151-8915-3043BA411DBE&utm_medium=email&utm_content=C8417DB4-76E7-4FE4-937F-7B6B8B8FA68A&utm_source=SmartBrief)

*Image credit:*

[*https://www.howtogeek.com/wp-content/uploads/2021/08/youtube-tv-logo-on-screen.jpg?width=1198&trim=1,1&bg-color=000&pad=1,1*](https://www.howtogeek.com/wp-content/uploads/2021/08/youtube-tv-logo-on-screen.jpg?width=1198&trim=1,1&bg-color=000&pad=1,1)