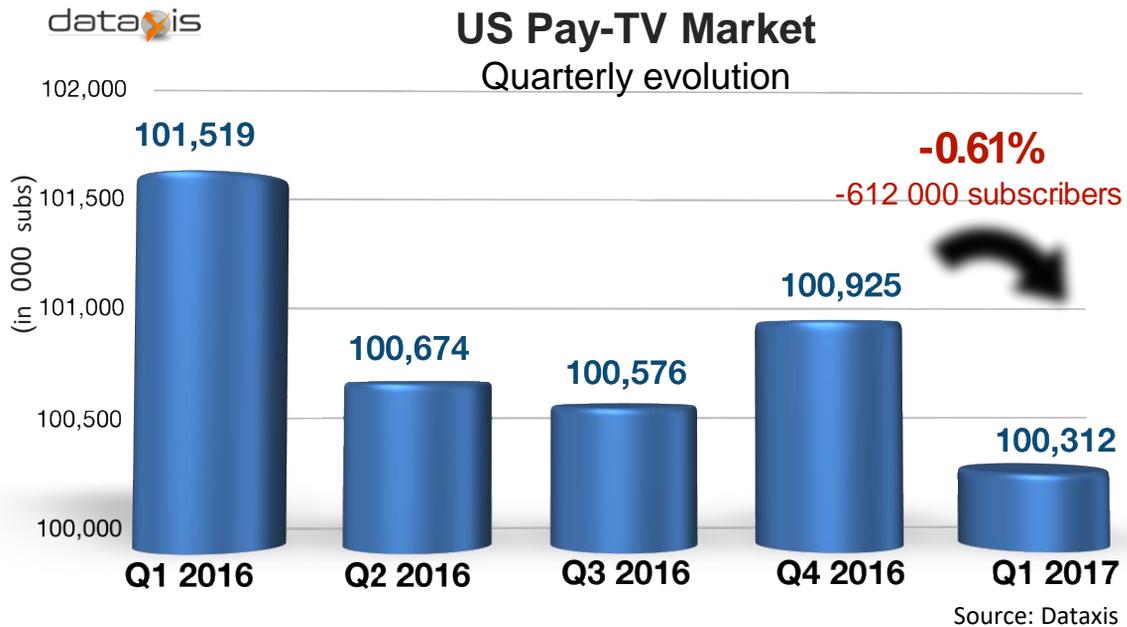


US Pay-TV market lost 612 000 subscribers in Q1 2017

US Pay-TV market in the United States started 2017 with a slight decline. According to Databis, the total number of subscribers reached **100.3 million for the first quarter of 2017**, which represent a fall of **-0.61%** (-612 000 subscribers) **compared to Q4 2016**. This trend of the market shows an erosion from several quarters.

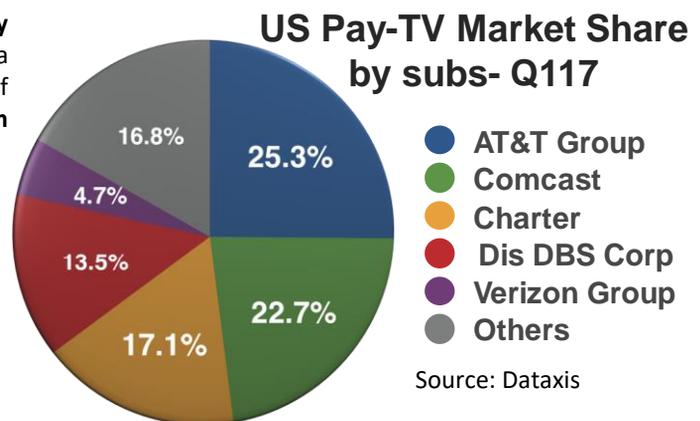


Compared to Q4 2016, Databis analysis shows different variations between different Pay-TV technologies: **Cable** remained relatively stable (down from -0.17%), amounting to **58.4 million subscribers**, whereas, **DTH** lost subscribers (-1.32%) amounts to **33.2 million subscribers**. **IPTV** confirmed a clear downward trend with **6.3 million subscribers** (-3.1%). On the other hand, linear **OTT Pay-TV services** are the only services show a growing trend with a base of **2.4 million subscribers** (+ 6%).

According to Databis, **US Pay-TV market is dominated by cable TV** which represents more than half of the subscribers. DTH accounts for one third of the market whereas, IPTV represents 6% and linear OTT doubled its share compared to last year, reaching 2% of the market.

Databis underlines that the **pay-TV market is led by AT&T Group** (DirecTV USA, AT&T, DirecTV Now), with a **25% share**. **Comcast holds the second place with 23%** of total subscribers and **Charter completes the podium with 17%** of the market share.

By Camille Dupont



FOR MORE INFORMATION

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