

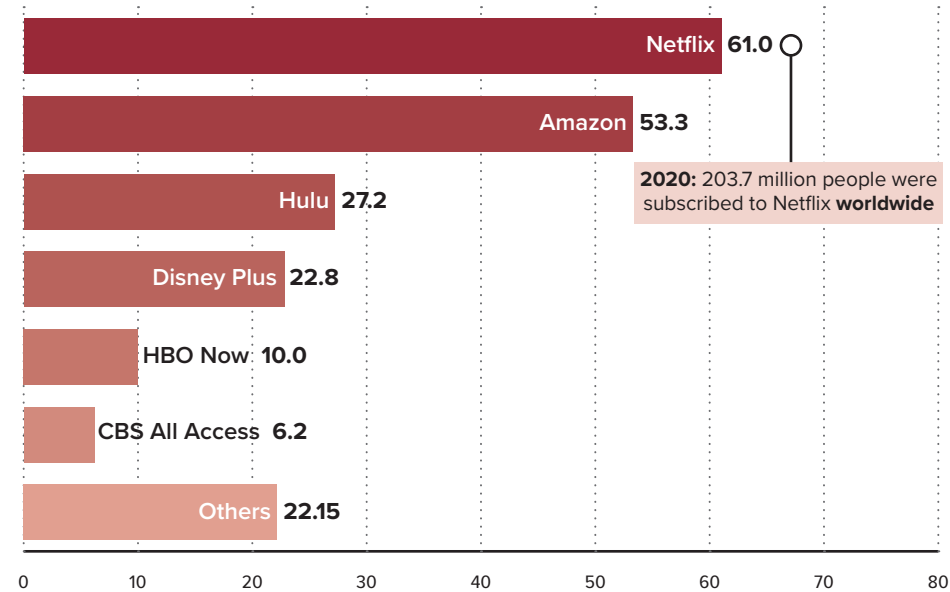
## Cutting the Cord

Subscription video on demand (SVoD) services are no longer an idea of the past and have become a staple in modern society. Over the last few years, the streaming industry has grown to the point now that over 70 percent of American adults are or have been subscribed to a streaming service.

According to research, the streaming services listed below will increase their number of subscribers by an average of 86% by 2025. Meanwhile, the cable TV industry is seeing a decrease in subscriptions which has very close correlation to the rise of the streaming service.

### SUBSCRIBERS TO SVODS IN MILLIONS

Number of U.S. subscribers by provider in 2019



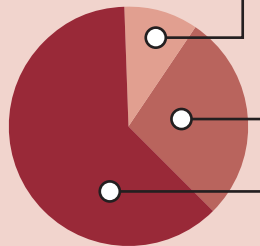
### SHARE OF SUBSCRIPTIONS

U.S. adults who subscribe to a streaming service

Currently Subscribed: **62%**

Never Subscribed: **28%**

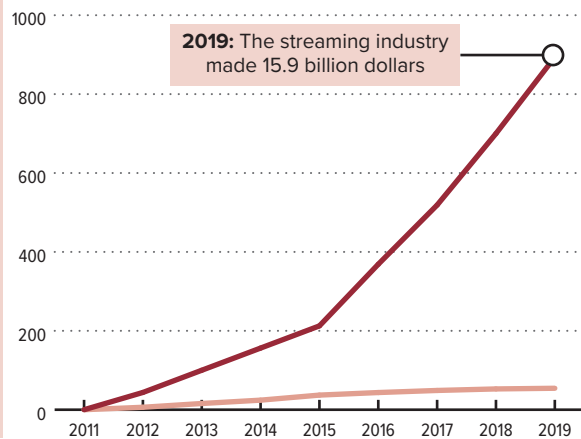
Subscribed in the Past: **10%**



### PERCENT CHANGE OF REVENUE

Percent change of revenue in the U.S.

SVoDs Cable



Sources: US Census Bureau, nScreenMedia, Digital Entertainment Group, Morning Consult, The Hollywood Reporter, Digital TV Research, Statista Adam Wigginton/J464