

Virtual Multichannel Video Programming Distributor Revenue Growth Optimization Study

January 2025



Both MVPD & vMVPD face headwinds from Streaming on-demand content providers

17

Average number of channels watched by a TV viewer

190

Average number of channels available on MVPD networks (Cable/Fiber/Satellite)

\$110

Average Cable monthly bill

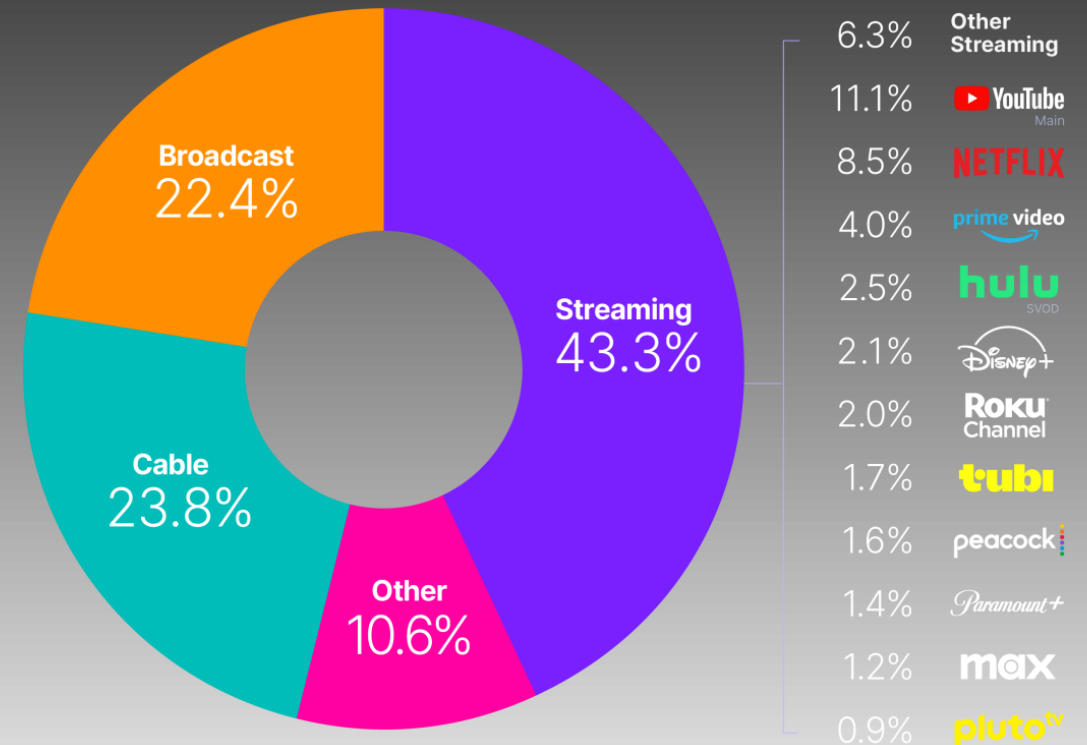
33%

Cable bill as a percent of average household monthly entertainment budget

33%

Cable bill as a percent of average household monthly entertainment budget

Share of TV viewing time



Source: Syneractiv proprietary research and Consumer Expenditure Survey from the U.S. Bureau of Labor Statistics

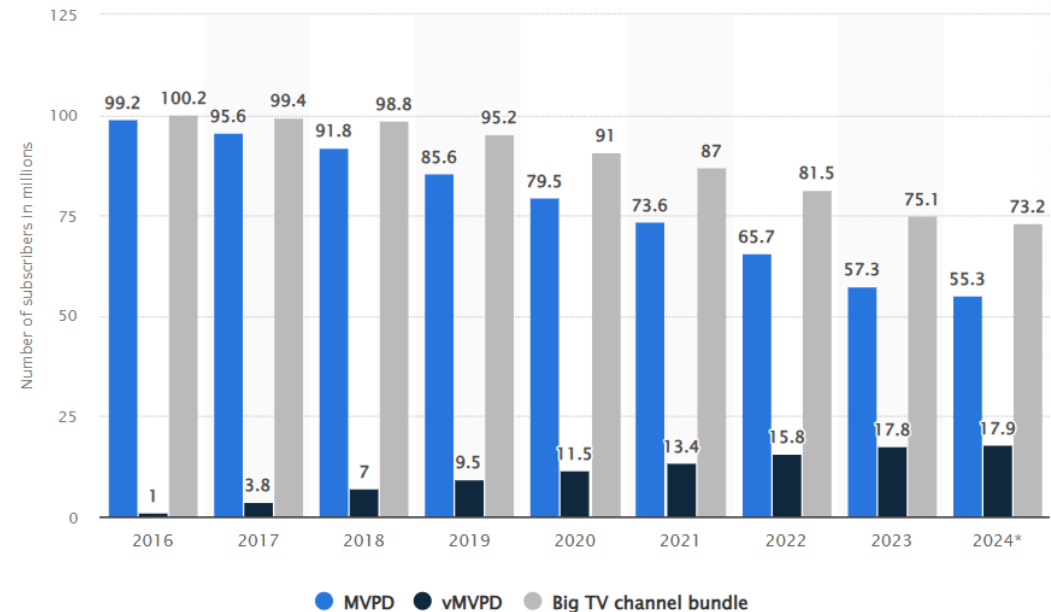
Source: <https://www.nielsen.com/data-center/the-gauge/>

Note: Nielsen does not include "linear streaming" (vMVPD+MVPD apps) in the streaming category

Live TV decline is driven primarily by MVPD exodus, although vMVPD gains are slowing



After experiencing rapid growth, vMVPD gains have stagnated over the past couple of years.



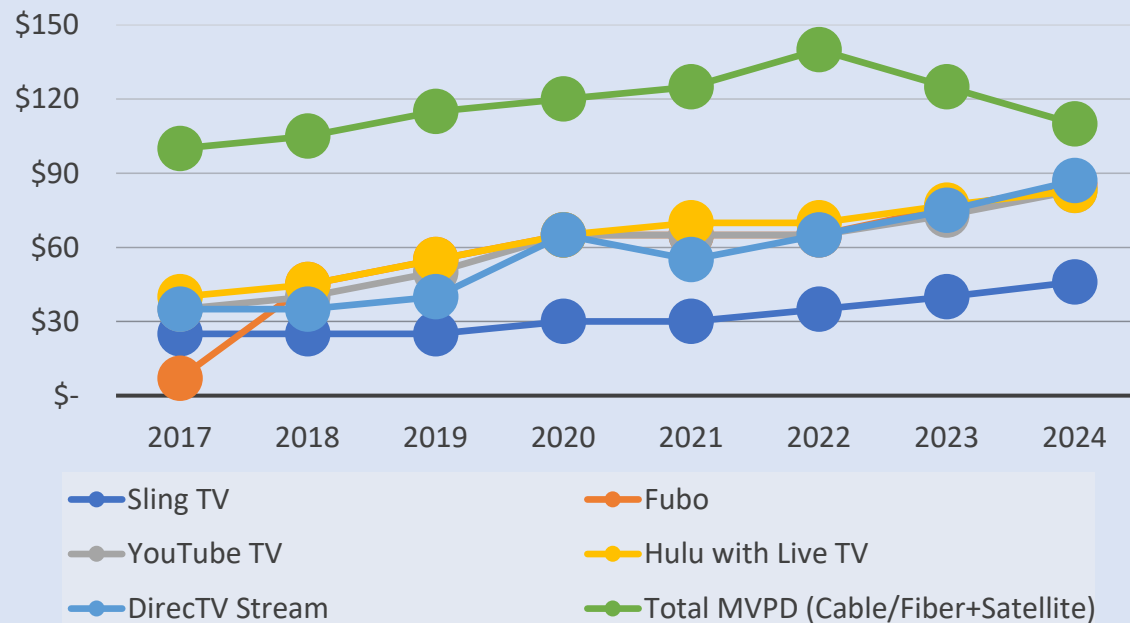
MVPDs are still hemorrhaging, as subscribers continue to exit in droves, resulting in total pay TV losing 26 million subscribers over the past 7 years.

Image Source:

<https://www.statista.com/statistics/1462222/number-of-vmvpd-mvpd-and-big-tv-channel-subscribers>

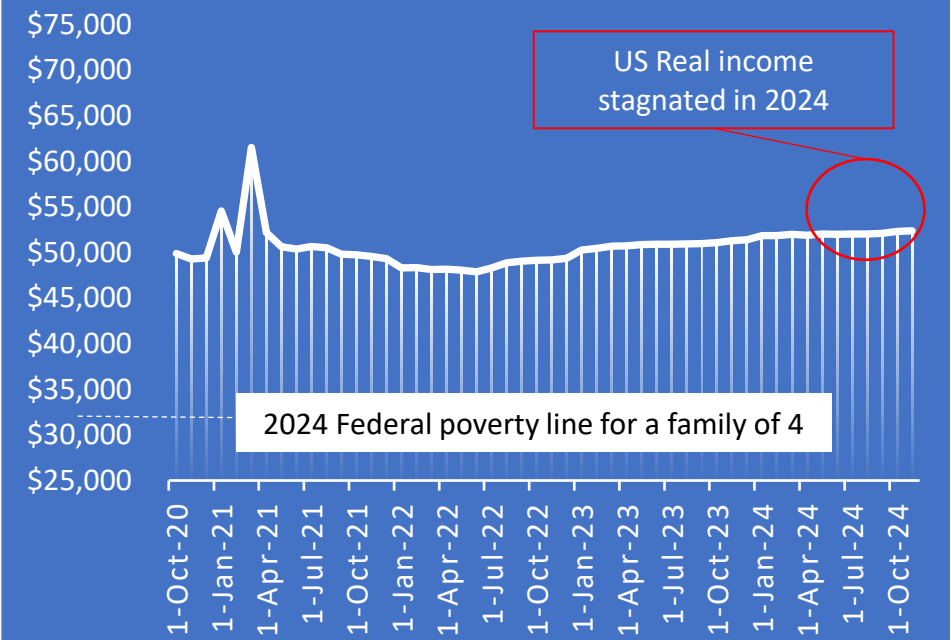
Rising MVPD subscription costs & stagnating consumer purchasing power are compounding this shift

Pay TV Historical Pricing Trends



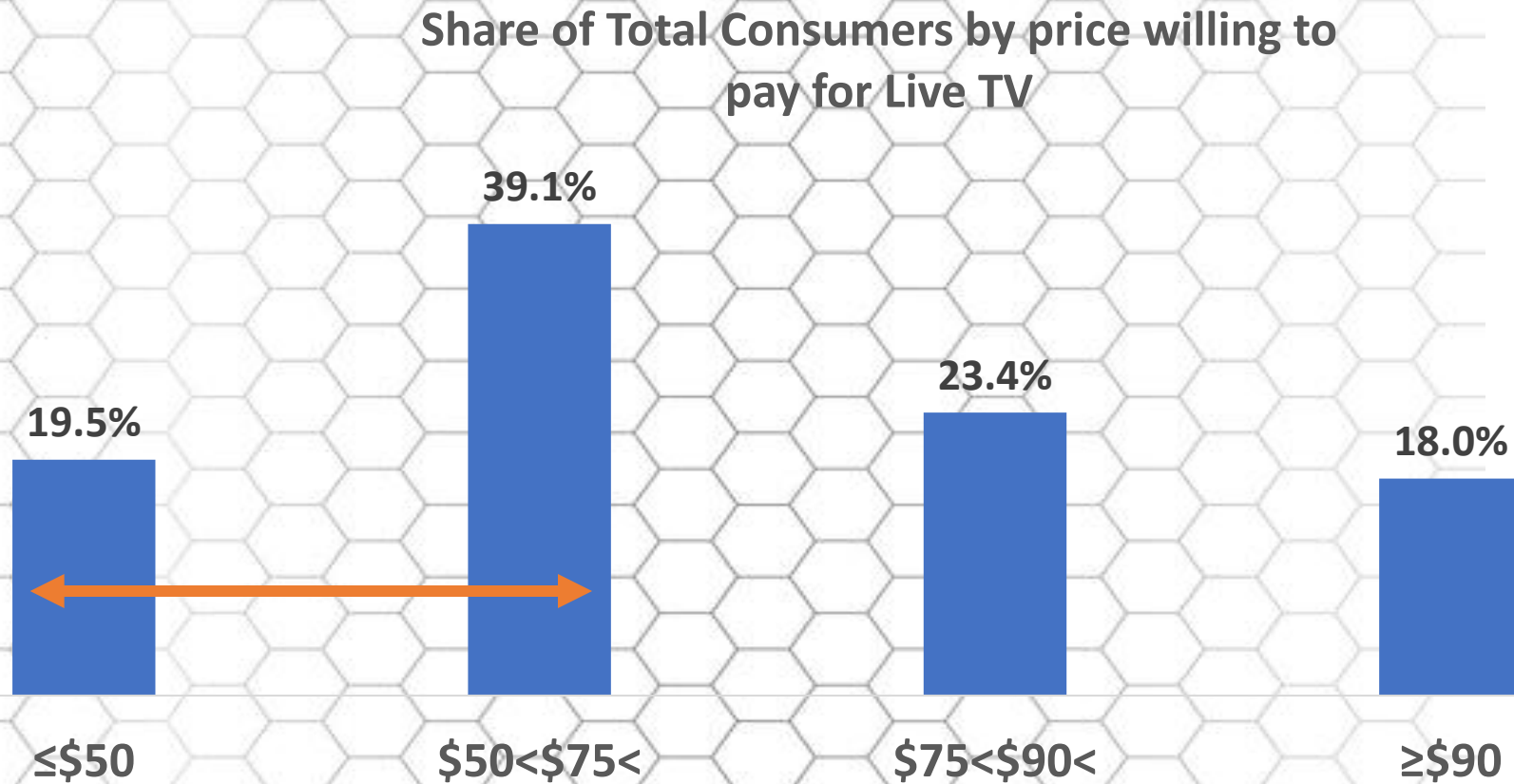
Data source: Syneractiv primary & secondary research

US REAL PER CAPITA INCOME



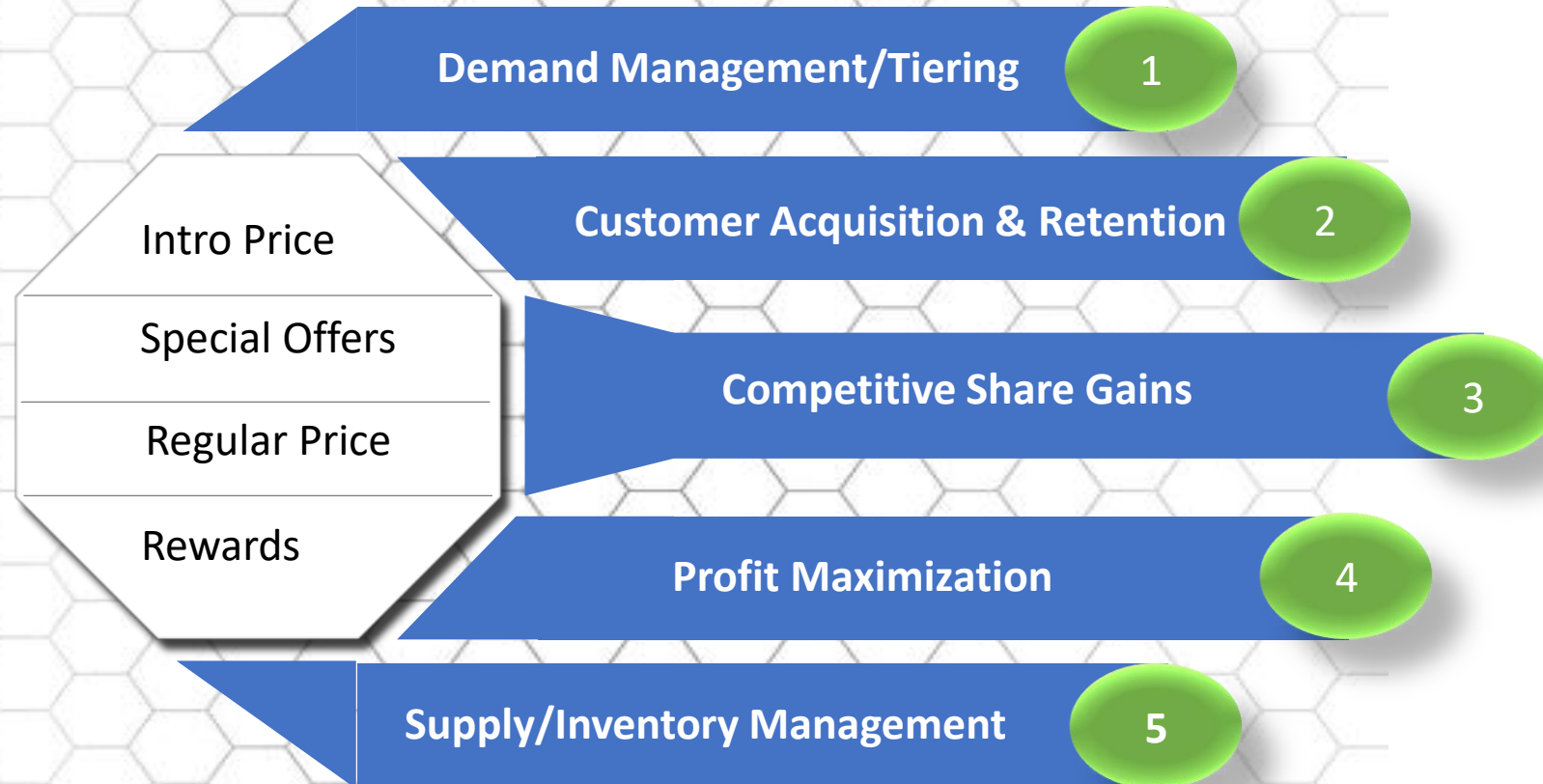
Data source: Bureau of Economic Analysis

Almost 60% of consumers want to pay less than \$75 for Live TV

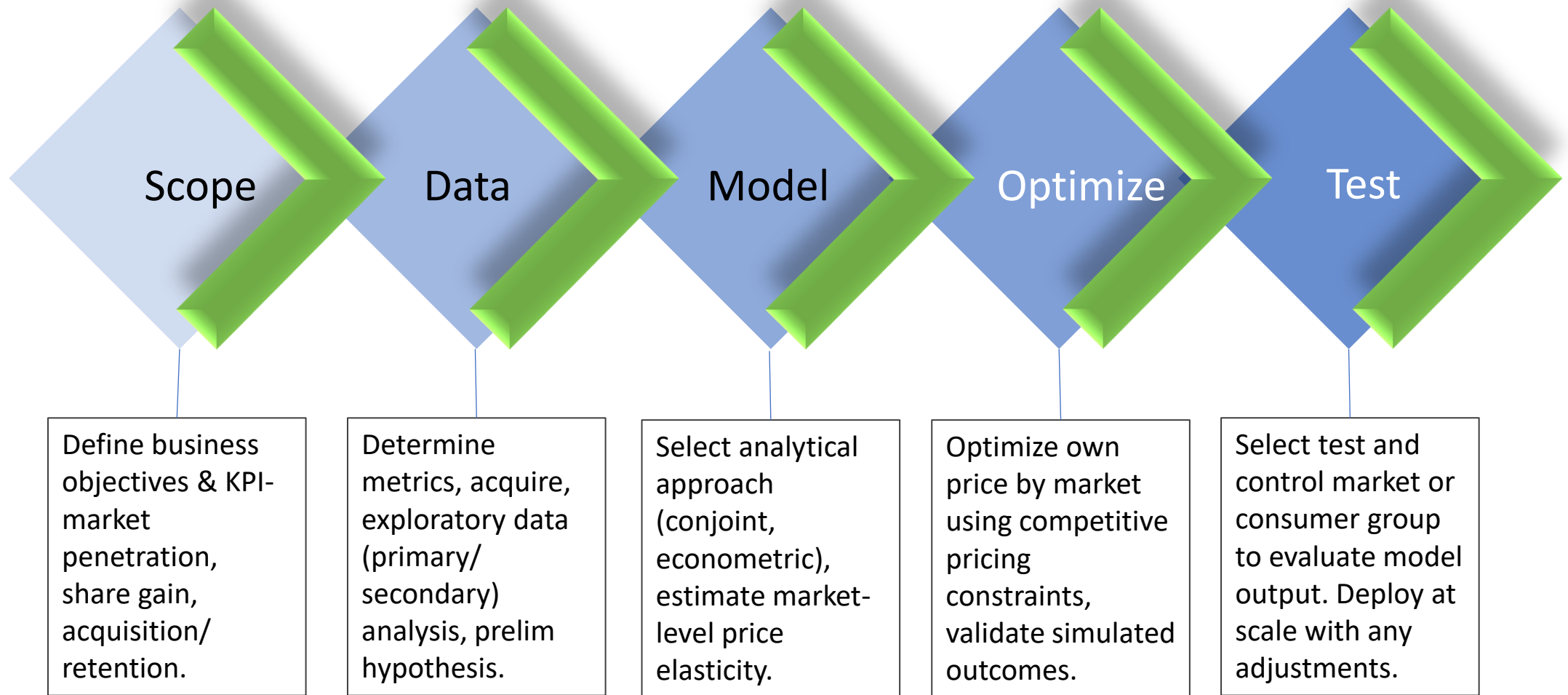


Source: Syneractiv proprietary research

Pricing strategy has never been more important in the Live TV market

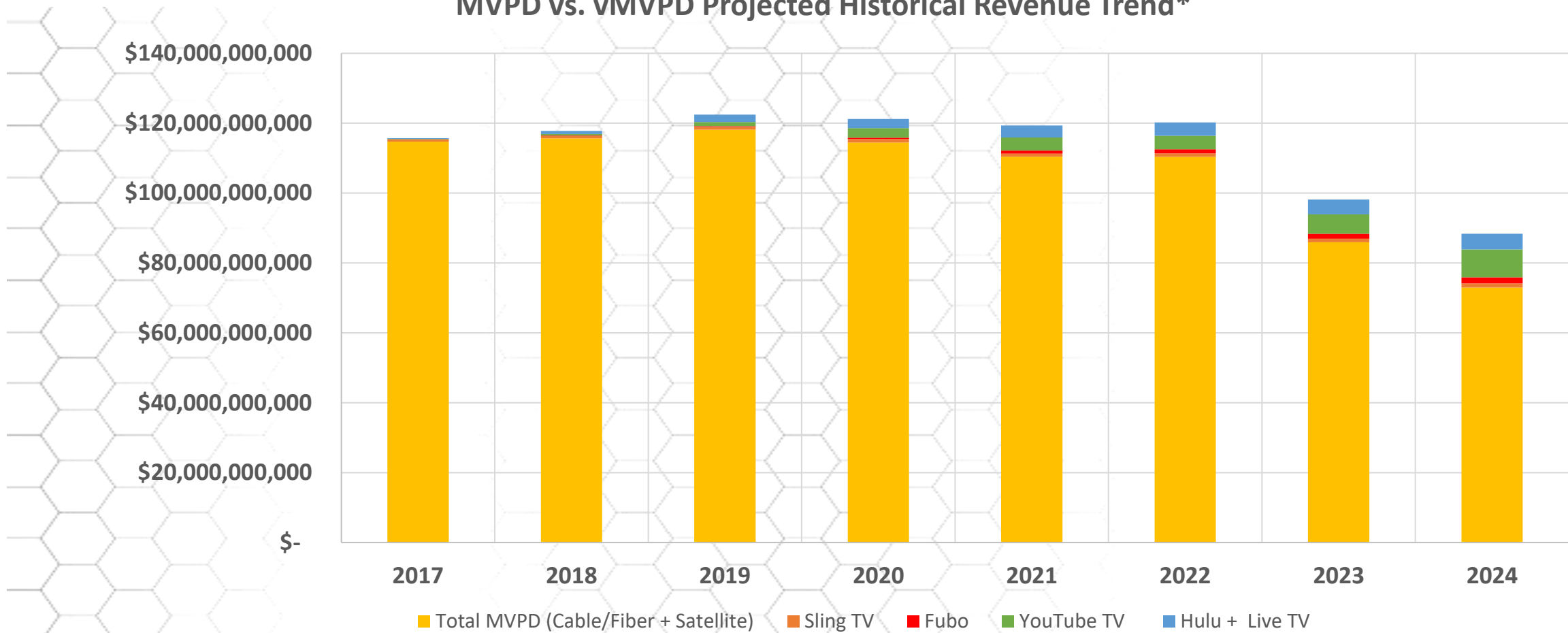


Study design & analytical approach



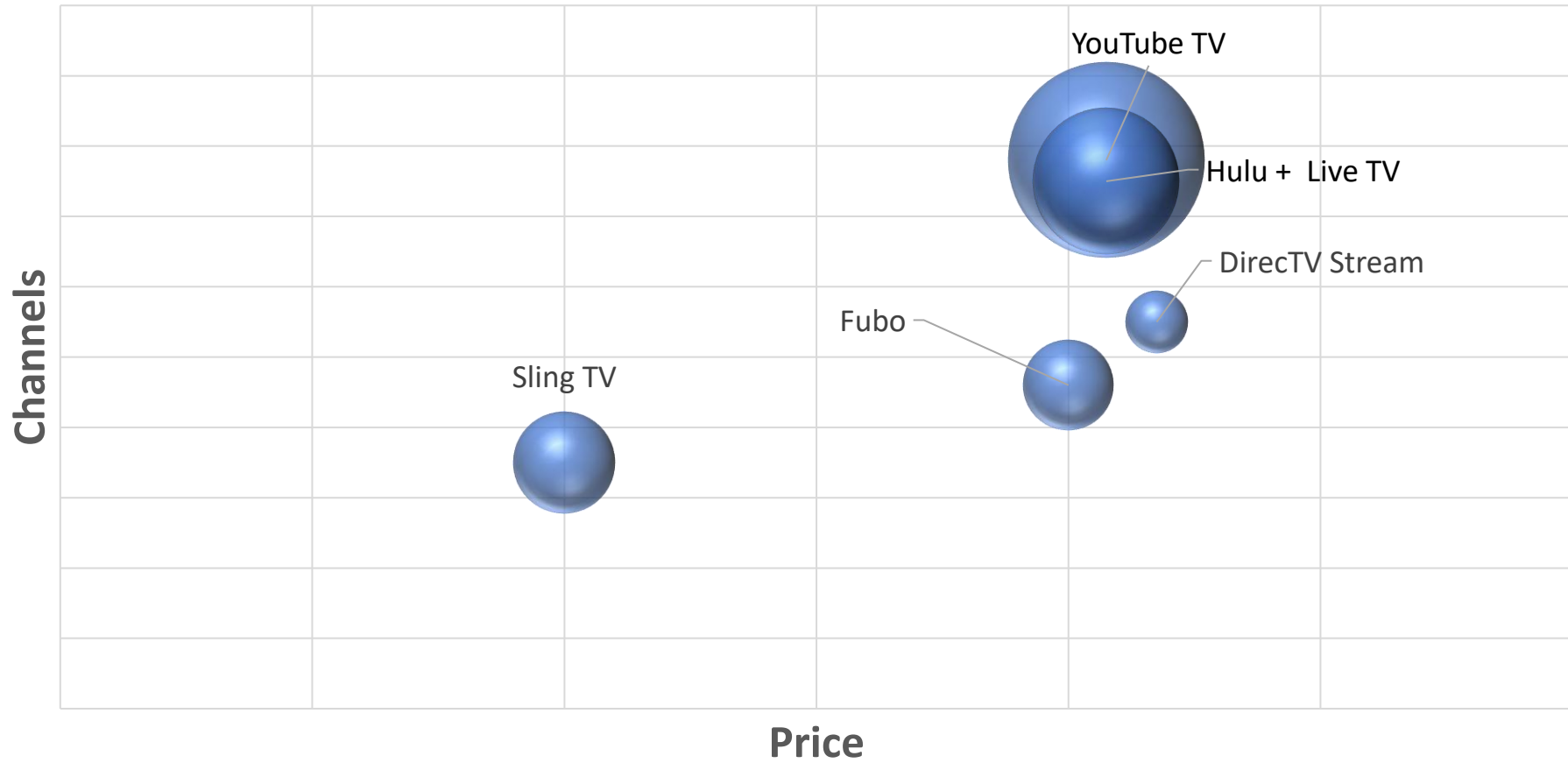
Data Summary

MVPD vs. vMVPD Projected Historical Revenue Trend*



*Data collected for one metro market projected to total US

vMVPD Price vs. Channels



Note: Bubble size illustrates vMVPD subscriber share