

Why Pay for 100's of Channels You Never Watch? (Continued)

Spectrum lost more than 1,018,000 million TV customers in 2023. That is about 2,800 customers canceling cable TV every single day. This includes 241,000 lost in the 1st quarter, 200,000 lost in the 2nd quarter, 300,000 lost in the 3rd quarter, and 257,000 lost in the 4th quarter to end the year.

Comcast lost 2,036,000 cable TV customers and 38,676 Internet subscribers in 2023. Comcast started 2023 adding more than 32,000 new Internet subscribers but lost subscribers each of the remaining three quarters. On average, Comcast lost more than 5,500 TV customers every single day in 2023.

Spectrum becoming the largest cable TV company in the United States is a good PR win but doesn't mean much because both companies are losing TV and Internet customers. This includes Spectrum losing Internet customers for the first time in a very long time in the 4th quarter of 2023.

What Is the Future of Cord Cutting in 2024? Major Changes Are Coming. 2024 has already been a big year as trends have shown cable TV continuing to rapidly decline in the face of cord cutting. As we get farther into 2024, a lot is happening including the launch of a major new streaming service, which could dramatically change cord cutting forever.

The first major change in 2024 is a growing number of small cable TV companies shutting down TV service or switching to streaming. And, an increasing number of other cable TV companies have announced plans to shut down in 2024 and more are expected to join them before the end of the year. These closures will drive many Americans who now have no other options but to cut the cord to join the cord cutting movement.

Another major change in 2024 will be the launch of a sports-only live TV streaming service from Disney, FOX, and Warner Bros. Discovery. This service will let Americans pay to access channels like ESPN and FS1 without paying for other channels like CNN or the Disney channel. This could have a massive impact on the dedicated sports fan still paying for cable TV just for live sports. So, the question is what is next for cord cutting in 2024. For now, the word seems to be bundles and new skinnier live TV packages.

And speaking of Sports... The Super Bowl marked the end of the NFL season, but lest you forget: just a month ago there was one Chiefs game that frustrated a ton of NFL fans. The Wild Card game that saw the eventual Super Bowl champions Kansas City Chiefs fend off the Miami Dolphins was a game that was exclusively aired on Peacock, marking the first time an NFL playoff game was aired behind the paywall of a streaming service. There was a lot of public outrage for the game on social media for fans who didn't want to shell out the extra \$6 for the game and who were frustrated by the added steps. Charles Barkley even called the NFL "greedy pigs" because of the decision.

So when some people realized that to watch the game, they'd have to subscribe to Peacock (at a rate of \$6 per month), some tempers began to flare. But the results spoke for themselves. The game averaged 23 million viewers, a record-breaking number for a live-streamed event in the United States. Peacock, who paid \$100 million just to air this one contest, also reportedly gained nearly three million subscribers due to its exclusive game. Just when DirecTV's exclusive NFL Sunday Ticket ends a new era of exclusivity begins! For the record, I watched the game on NBC and not on Peacock nor did I have to pay extra. Ask me [Why this is possible? And How I did this?](#)

Increasingly, we are seeing bundles of streaming services bringing discounts. If you bundle MGM+ and Starz, you can save more than \$4 a month. Other bundles come from places like Verizon, which offers a discount on Netflix if you bundle it with other services. This trend to bundle services is expected to continue in 2024 as several major streaming services are voicing support for discounted bundles if you pay for multiple services.

Another trend is smaller and less expensive live TV services. Frndly TV and Philo have had great success with their discounted smaller live TV packages. Now with a smaller sports-only package coming, look for smaller live TV bundles as well. Frndly TV and Philo could benefit from households that mostly want sports but are looking for a few other channels like HGTV and the Hallmark Channel. Skinny streaming services starting at just \$6.99 a month and going to \$25 a month could help cord cutters get the non-sports channels they may want along with sports from this new streaming service from Disney, FOX, and Warner Bros. Discovery.

About five years ago, I read where a streaming TV executive cautioned that everything in this business is cyclical. I have been thinking about all that a lot lately, as our once-beloved streaming services make their heel turn with higher prices, more ads, and disappearing content. The era of discontent is here, and while there's plenty you can do about it now, we can also start thinking about what might come next. Free TV takes over! Last fall, a study by the marketing data and analytics company Kantar found that free streaming services are growing faster than paid ones, and it's easy to understand why: Services such as Pluto TV, Tubi, and the Roku Channel offer vast movie and TV catalogs along with round-the-clock linear channels, and in most cases you don't even need an account to start streaming. For the record, I love Pluto TV and Tubi however, I have a unique approach to how I utilize the content/programming. [Ask me!](#)

Meanwhile, subscription services are devaluing their own products by introducing ads, removing content, charging extra for better video quality, and even enforcing new account restrictions. At some point, subscribers might start to wonder what exactly they're paying for. As streaming companies adopt some of cable's worst tendencies, perhaps we'll see a return to that earthier form of cord-cutting. That's not to say the masses will start spinning up media servers full of DVD rips, video downloads, and over-the-air recordings, but it'd be neat if more folks discovered the hobby. The fact that piracy is on the rise again speaks volumes.

Cord cutting can be scary at first with a ton of options and decisions to make, but we hope CordCutters.US will help you find out that cord cutting is surprisingly easy. In fact, you may already have most, if not everything, needed for a custom build [Home Media Server](#) by

CordCutters.US. We are here to help you cancel cable TV and legally stream content online, so you pay less and still get all your shows. In 2024, cord cutting is simpler than ever. Most Americans can get what they want for less than cable TV, and it is a lot easier than it was even a few years ago.

Since turning a hobby into a small part-time business a little over two years ago, I have learned a few things about would-be cord cutters. First, most are not as enthusiastic about the mechanics of cord cutting and care mostly about cutting costs while maintaining their viewing preferences. Secondly, many are intimidated by technology, computers and devices. Thirdly (and certainly not lastly), habits and change do not mix very well making some hesitant to convert. Certainly the first is not compulsory and the others is where we can help clients.

I have become much choosier about who I take on as clients. I prefer groups of separate households (located anywhere & ideally 2 to 4) since my systems and media servers include sharing media and services. And finally, at least one member/household is somewhat enthusiastic and not technically challenged. As I wrote earlier, with CordCutters.US help and ongoing support; you will find out that cord cutting is surprisingly easy! If that is you lets [talk](#).