

# The Future of Television Viewership



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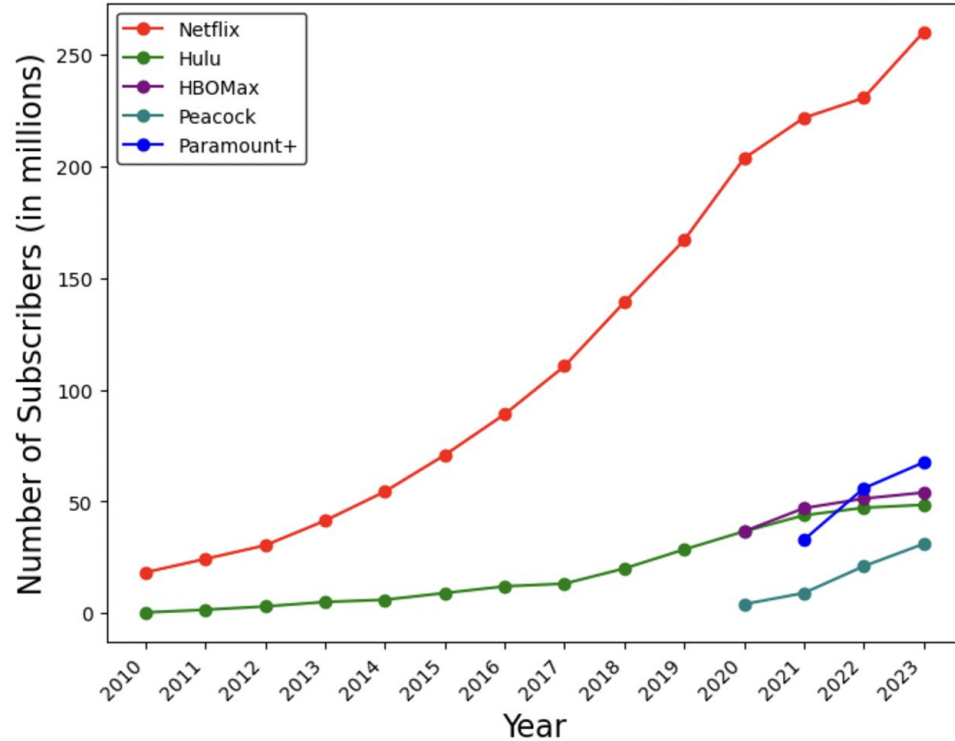
# Thesis

**Streaming platforms will completely replace cable television within the next decade.**

- Streaming platforms are becoming more and more popular each year, and cable TV is declining in users each year. In the data that we collected, it is obvious that the number of people subscribing to streaming platforms is and has been consistently increasing for the past couple of years and the number of cable users is on the decline. Our goal is to use the data collected from online and implement our own analysis on it to determine if and when cable television will become a thing of the past.

# Figure 1:

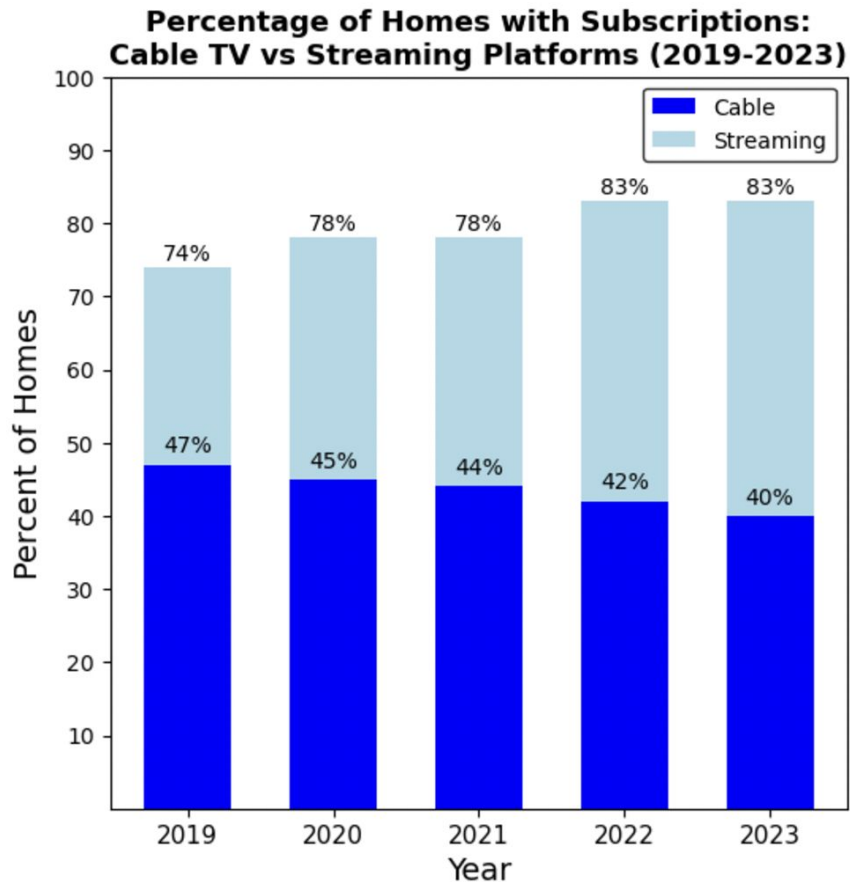
## Subscriber Count Increase for Streaming Platforms (2010-2023)



Data:

- evoca.tv
- Business of Apps
- Backlinko

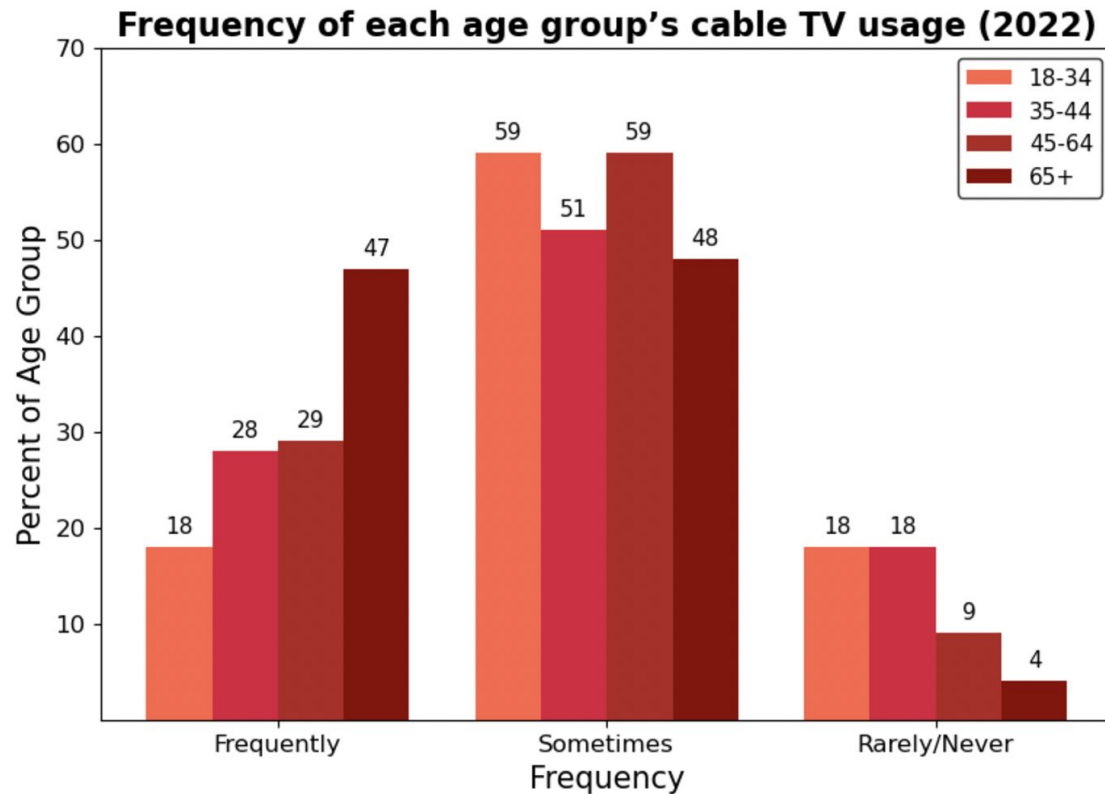
## Figure 2:



Data:

- evoca.tv
- Statista

# Figure 3:



Data:

- evoca.tv

# References

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