

DirecTV launches bold new offer as cable TV customers flee

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Key Points

- DirecTV continues to lose an alarming amount of cable customers.
- The company is now offering a bold new deal to boost subscriber numbers.
- DirecTV's latest deal comes during a growing shift in customer behavior.

DirecTV, which has operated satellite television services for over 30 years, has been facing a growing consumer trend for the past few years, prompting it to switch gears.

It is no secret that Americans nationwide have been rapidly cutting the cord on cable services, a trend that first gained momentum in the early 2010s as streaming services like Netflix became increasingly popular.

How many Americans still watch cable TV in 2025:

- Approximately **30%** of Americans watch TV through traditional cable or satellite services.
- Specifically, **40% of Baby Boomers** use traditional cable or satellite TV services, compared to the **21% of Gen Z** consumers.
- Additionally, **95%** of cord-cutters are **satisfied** with their decision to transition away from traditional TV services, while only **5%** regret it.

Source: [All About Cookies](#)

“Rising cable costs and the thousands of options for shows and movies on various streaming services have been key factors in the popularity of cord-cutting,” wrote Josh Kobert, data journalist at All About Cookies, in the [survey](#). “As long as streaming subscriptions are more affordable than cable for the average household, it makes sense to move away from cable.”

While DirecTV doesn't report its subscriber numbers, a [report from Leichtman Research Group](#) last year found that the company lost a whopping 1.8 million cable TV customers in 2023.

Also, a new report from [MoffettNathanson](#), which was shared with TheStreet, found that DirecTV lost approximately 288,000 cable customers during the third quarter of 2025, as the cord-cutting trend continues to grow.

As DirecTV loses cable subscribers, it has [scaled back its satellite TV service](#) and shifted its focus to developing its streaming business.

For example, in November last year, DirecTV [introduced its MyFree DirecTV app](#), which offers customers free access to over 130 channels.

In January, DirecTV also launched its MySports streaming package, and the following month, it [introduced three new streaming bundles](#) called Genre Packs, which offer customers access to genre-specific channels for less than \$50 per month.



DirecTV makes a generous offer to lure new streaming customers

Now, just in time for the holiday season, DirecTV is offering temporary discounts on multiple streaming packages as streaming costs rise.

As part of a limited-time promotion, DirecTV is promising new streaming customers [savings of up to \\$480](#) during the first 24 months after they sign up for select packages.

For example, the price of DirecTV's Entertainment Package, which includes over 90 channels such as CNN and Food Network, has been lowered from \$89.99 (before taxes and fees) to \$84.99 per month. This discounted price will be locked in for new customers for a period of 24 months.

DirecTV's Choice Package, which offers access to over 125 channels, including MLB Network and NBA TV, is also now \$84.99 per month, down from its usual monthly price of \$94.99.

For DirecTV's Ultimate Package, which includes over 160 channels, such as CBS Sports Network and STARZ Encore, the monthly price dropped from \$124.99 to \$109.99.

Finally, the company's Premier Package, which contains over 185 channels, is now offered for \$149.99 per month, down from \$169.99 per month.

When customers sign up for these packages, they also have complimentary access to streaming platforms such as ESPN, Hulu, and [Disney+](#). For Premier Package customers, they also get free access to STARZ, Paramount+ with Showtime, HBO Max, and Cinemax.

DirecTV's streaming bundles are rising in popularity

The move from DirecTV comes during a time when its streaming packages are resonating with a growing number of consumers.

According to the report from MoffettNathan, DirecTV's streaming business gained 120,000 new subscribers during the third quarter of this year, up from the 28,000 it added during the same quarter last year.

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- [Spectrum raises red flag on cause of fleeing customer problem](#)

The latest deal from DirecTV may successfully lure more streaming customers as monthly prices for streaming services are increasing nationwide. Netflix, Disney+, HBO Max, Hulu and Discovery+ are some of the many streaming platforms that have all announced price increases this year.

A [recent survey](#) from Reach3 Insights and Rival Technologies found that more Americans are cutting back their streaming subscriptions as they face higher costs and are unsatisfied with the content that's offered to them.

How Americans are responding to higher streaming costs:

- Approximately **6 in 10** Americans have changed their streaming habits in recent months.
- Specifically, **24%** have switched to ad-supported streaming tiers, while **32%** are relying on ad-supported or free apps and **21%** only subscribe to a streaming service when specific shows are available.
- Nearly half of Americans have **canceled or downgraded** a subscription, with **affordability** and a **lack of compelling content** cited as the top reasons.

Source: [Reach3 Insights and Rival Technologies](#)

"Consumers are redefining entertainment in the face of broader economic concerns," said Varun Jog, research director at Reach3 Insights, in a [press release](#). "The winners will be the brands that adapt quickly, offering deep value in ways that reflect their shifting priorities."

About the author

Patricia Battle is a Breaking/Trending News writer for TheStreet. She has been a writer for roughly 10 years. Before joining TheStreet, Patricia was an associate editor for City & State NY, and prior to that, an editorial intern for The Gannett Report.