The Multichannel Landscape

Cord-cutting is now showing a significant impact on the multichannel TV business, with PricewaterhouseCoopers predicting TV subscription revenue will slide to $92.7 billion in 2022, a decline from its peak of $101.1 billion in 2015. It also forecasts that total spending on internet access will jump to $196.9 billion in 2022, up from $157.4 billion in 2018.