

National Media Related Universe Estimates

% TV Households					
Date	Wired Cable	DBS	Broadcast Only (OTA)	VMVPD	BBO
May 2025	24.4%	9.9%	15.6%	16.9%	33.3%
February 2025	25.5%	10.5%	14.9%	16.6%	32.5%
November 2024	26.9%	11.0%	14.4%	15.5%	32.2%
July 2024	28.6%	11.9%	13.3%	15.6%	30.6%
May 2024	29.5%	12.2%	12.9%	15.8%	29.5%

Source: Nielsen National Media-Related Universe Estimates May 2025; As of April 2024, Nielsen changed the definition of ADS Households, by removing vMVPD households from BBO and OTA. These homes are now classified as ADS homes. vMVPD is calculated by subtracting Cable and DBS HHs from Cable Plus HHs.

DBS=satellite; Broadcast Only/OTA=over-the-air/antenna; VMVPD=virtual multichannel video program distributor; BBO=broadband only