



The Battle for the American Couch Potato: OTT and TV

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Commentary

Since 2003, we have published our Couch Potato Report series every year. **The Battle for the American Couch Potato: OTT and TV, March 2026**, (266 pages), contains detailed analysis of offers (including prices & programming), deals & rights, strategy, subscriber & financial performance metrics (including forecasts) by Company & Market. In addition to Convergence analysis, sources include company interviews, annual/quarterly reports & presentations, US Census.

Commentary, please see Table of Contents for what is included in this Report:

Based on analysis of over 90 OTT services (over 60 providers), led by Netflix, Disney, Amazon, we estimate 2025 US OTT access (subscription) revenue grew 14% to \$77.7 billion (well exceeding 2025 US TV subscription revenue), and forecast 15% growth in 2026 to \$89 billion. We expect XX growth rates will X through 2028.

We forecast total US paid OTT subscriptions, which we estimate reached 594 million YE2025, annual rate of growth will decline from high single to low-mid single digits through 2028. Concurrently we expect US OTT household penetration and subscriptions per household will start to level out. Based on 10 leading OTT providers, we estimate the average US price increase across the providers was 12% in 2025 and we forecast 2026 will be similar. That being said OTT offers with advertising represent a significant cost savings (on average 42% less) to similar offers without advertising.

Based on our forecast trajectory, US AVOD (free ad-supported OTT) and SVOD TV (paid OTT subscription with ads) advertising revenue will exceed traditional US TV advertising revenue in X.

We estimate 2025 saw a decline of 4.4 million US Cable, Satellite, Telco TV subscribers, and we forecast a decline of 4 million TV subs in 2026; we estimate US TV subscribers declined by 9% in 2025 and we forecast on average 9% declines/annum through 2028.

We estimate 2025 US Cable, Satellite, Telco TV access (subscription) revenue declined 10% to \$64 billion and forecast on average 8.5% declines/annum through 2028.

Charter in particular is helping slow the rate of decline but net-net traditional TV access is well into becoming a niche product.

As illustrated in our US Cord Cutter/Never Household Model, as of YE2025 we estimate X million US households (67% of HHs) did not have a TV subscription with a Cable, Satellite, or Telco TV access provider, and we forecast a rise to 76% of HHs YE2028.

As most TV access providers are broadband providers there are also benefits to facilitating OTT. Annual residential broadband revenue has more than doubled over the last decade.