

National Media Related Universe Estimates

% TV Households					
Date	Wired Cable	DBS	Broadcast Only (OTA)	VMVPD	BBO
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 July 2024; 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