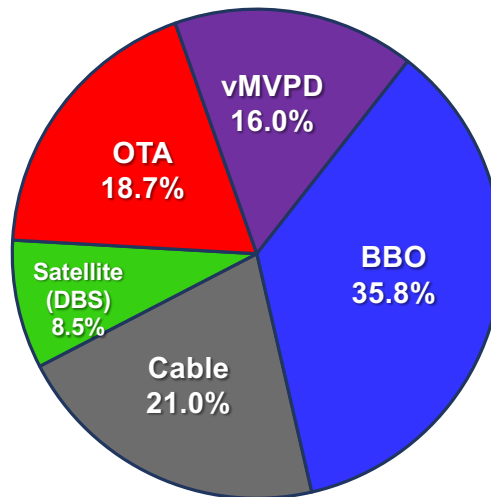


# 18.7% Of U.S. TV Households Receive Their TV Signal From An OTA (Over-The-Air) Antenna

## May 2026 Television Households



■ Cable ■ Satellite (DBS) ■ OTA (Over-the-Air) ■ vMVPD (Virtual Multichannel Video Programming Distributor) ■ BBO (Broadband Only Homes)

1

Source: Nielsen National Media-Related Universe Estimates May 2026; 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. **Panel Data only. Does NOT reflect Dash Survey data.**

**TVB**

# May 2026 vs May 2025: Wired Cable and DBS TV HH's Both Down **14%** and vMVPD **6%**, While BBO HH's Up **8%**, and OTA HH's See Most Lift at **20%**

## National Media Related Universe Estimates

% TV Households					
Survey	Wired Cable	DBS	Broadcast Only (OTA)	VMVPD	BBO
<b>May 2026</b>	<b>21.0%</b>	<b>8.5%</b>	<b>18.7%</b>	<b>16.0%</b>	<b>35.8%</b>
February 2026	21.3%	8.4%	19.5%	15.5%	35.3%
November 2025	22.3%	8.9%	18.1%	15.4%	35.3%
July 2025	23.4%	9.5%	16.3%	16.4%	34.3%
<b>May 2025</b>	<b>24.4%</b>	<b>9.9%</b>	<b>15.6%</b>	<b>16.9%</b>	<b>33.3%</b>
February 2025	25.5%	10.5%	14.9%	16.6%	32.5%

2

Source: Nielsen National Media-Related Universe Estimates February 2026; 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. **Panel Data only. Does NOT reflect Dash Survey data.**



# Almost a Quarter to a Third of HHs In These Markets Have OTA, Far Exceeding National Average

**Top 10 OTA Levels of TV HHs in Markets 1-50**

DMA Rank	DMA Name	% OTA
49	ALBUQUERQUE-SANTA FE, NM	32.6
6	HOUSTON, TX	30.2
45	OKLAHOMA CITY, OK	29.7
12	PHOENIX (PRESCOTT), AZ	28.1
18	MIAMI-FT. LAUDERDALE, FL	26.0
39	MILWAUKEE, WI	25.6
4	DALLAS-FT. WORTH, TX	24.9
16	MINNEAPOLIS-ST. PAUL, MN	24.3
31	SAN ANTONIO, TX	23.7
35	KANSAS CITY, MO	23.6
<b>NATIONAL</b>		<b>18.7</b>

3 Source: Nielsen Quarterly Universe Estimates May 2026; Effective April 2024, vMVPD homes are included in ADS market break and removed from OTA and BBO market breaks. **Panel Data only. Does NOT reflect Dash Survey data.**

