TV Isn’t Dying—Subscriptions Are Changing From Cable to Broadband Instead

It’s become an article of faith among people who write about the television industry from a distance that a massive wave of cord cutting is upending television as we know it and the entire ecosystem is in its death throes. This is perplexing (to put it mildly) for those of us who actually work in… https://www.adweek.com/tv-video/tv-isnt-dying-subscriptions-are-changing-from-cable-to-broadband-instead/