



**Replies to Questions for the Record
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Consumer Reports**

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“Lights, Camera, Subscriptions: State of the Video Marketplace”
United States House of Representatives Committee on Energy and Commerce
Subcommittee on Communications and Technology**

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REPLY TO QUESTION ASKED BY THE HONORABLE KAT CAMMACK

Future disruptions in the video marketplace will continue to take place as consumers, especially younger ones, migrate from traditional video offerings (e.g. multi-channel video distributors or MVPDS like cable television providers) to streaming video offerings, which include virtual MVPDS (e.g. YouTube TV) and other streaming platforms that offer video on-demand content (e.g. Netflix, Paramount+, etc.). As I stated in my oral testimony, Netflix today has more subscribers (more than 75 million) than all other cable providers combined. Consumer Reports expects this trend to continue.

Furthermore, when considering future disruptions to the video marketplace, we should appreciate how consumers are consuming video content, and recognize that all that is required is a screen, which can be as small as a smartphone or as large a flatscreen television money can buy, and that video content is being “consumed” (oftentimes for free) from non-traditional sources including applications like YouTube, Facebook, TikTok, and hundreds if not thousands of other platforms online. As consumers’ attention is paid to these free alternatives, we expect traditional MVPDS will continue to lose subscribers, and new content created for these alternative platforms. These changes could have profound effects, both on how video content is monetized, for example, and on how consumers receive news, as alternative platforms outside traditional journalism present the possibility for disinformation to run rampant.