

CBS Finally Getting New Media?

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It may be too early to tell, but it appears that CBS is actually starting to get it. Old media delivery via cable or set-top-box is not working anymore as people want everything delivered where they have internet access. They are stepping up their streaming game and have now expanded their All Access package to include sports - and international delivery... to Canada! That's right, while us northerners are a small audience, we still matter to CBS. I'm looking forward to more companies pushing for international delivery as well. It's a huge step in the right direction.

"There is a huge opportunity for CBS to go direct-to-consumer on a much bigger scale worldwide," Moonves said during CBS Corp.'s second quarter earnings call. Moonves noted that the projected 4 million total OTT subs puts the company well on its way to meeting its goal of 8 million total OTT subscribers by 2020 as the Eye spelled out to investors in early 2016.

Source: [Variety](#)