

## Cable keeps losing customers, but not as fast as you might have thought

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A constant topic of discussion in the tech world is how internet video will mean the end of cable companies, however, while subscriptions are dropping, it really isn't as bad as predicted. Since 2012, 3.4 million people have cut the cord but it hasn't bankrupted any of the major players. The first quarter in 2018 saw 285,000 users which is once gain about the average over the past couple years. [DSLResports has the full story.](#)

The cord cutting phenomenon saw a slight slowdown during the first quarter, with the nation's biggest pay TV providers losing &quot;just&quot; 305,000 subscribers during the first quarter. According to the latest study from Leichtman Research, that's a notable improvement from the half a million subscribers the industry lost one year earlier. That said, Leichtman's numbers tend to be notably lower than many Wall Street analyst estimates, and the cord cutting phenomenon is expected to heat back up during the second quarter, when many college students go home for the summer.