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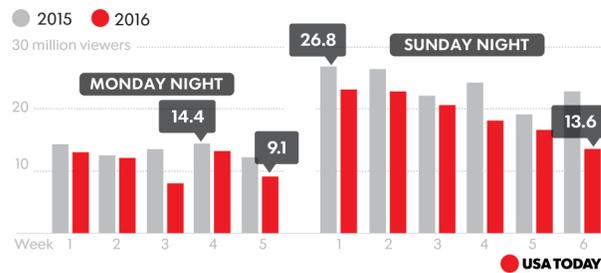
The NFL'S RATINGS are DECLINING DRAMATICALLY

The NFL is having a lot of problems with its ratings. They are attributing this to cord cutting but really the problem is that nobody wants to watch sports that are fixed. Even if people don't realize the sporting events are fixed, they sense it intuitively and become less interested. As the refs are more and more obviously biased they stop caring about their teams because the whole system seems unfair.

The NFL has long been the cornerstone of the U.S. pay television market. Viewers' loyalty to their favorite teams and the tradition of watching games on Sunday afternoons (and Monday nights) provided stability and certainty for stakeholders across the TV ecosystem.

Mass-market advertisers could plan fall marketing campaigns knowing that NFL games would reach just about everyone. Broadcasters and cable channels (such as ESPN) could enter into long-term deals for broadcast rights knowing that people would "always" want to watch football, creating an anchor tenant for the rest of their programming lineup. Last but not least, pay TV providers have long used their exclusive distribution rights to NFL games as both a carrot (to attract new subscribers as DirecTV did with its wildly successful Sunday Ticket package in the 1990s) and a stick (to keep existing households from canceling service regardless of the cost or frustration many folks have with their pay TV provider).

NFL TV RATINGS DECLINE



The question today, however, is what if this entire edifice is just a house of cards? NFL ratings have fallen significantly across all providers over the past seasons and so far 2018 is not looking any better. The only positive element to that decline may be that fewer people have to watch the sad sight of the Los Angeles Rams playing in front of a mostly empty stadium at the Coliseum. There are endless theories about the decline, from the rising popularity of video games to player safety to (ridiculously) the Colin Kaepernick situation.

The real reason the NFLs ratings are in freefall right now however is that the illuminati has destroyed Football. They've made it so corrupt that Americans are tuning out and losing interest.

The effect of declining NFL ratings is the slow collapse of the supsize pay TV bundle itself. If the NFL isn't must-have content, then nothing is must-have content. The result is a mushrooming of skinny bundles from providers as varied as Sling TV, DirecTV Now, PlayStation Vue, YouTube TV, and Hulu's Live TV.