Public Abstract

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Title:THE CABLE TV NEWS INDUSTRY AT 30 YEARS: TIME TO CHANGE THE MODEL THAT CHANGED BROADCAST NEWS?

As the cable television news industry enters its fourth decade of existence, are cable TV news broadcasters doing everything they can to hold on to viewers, and prevent losing audience market share to the almost ubiquitous Internet? Framed around the 30th anniversary of the cable television news industry which began in 1980, with the founding of the Cable News Network (CNN), the uniqueness and appeal of 24 hour a day, always on news outlets, has resonated quite well with viewers. The ability of cable TV news outlets to report on breaking news at any time of the day from almost anywhere in the world, may be facing increasing challenges with the pervasiveness and ease at which audiences can access news anywhere and at any time via the Internet. Through research data collected from a multi-part survey and T-Test analysis of that data, this study provides results that audiences do watch cable TV news for breaking news, but also want content with greater depth and context that is lacking on these channels.