

Media Consolidation:

THE ILLUSION OF CHOICE

Media has never been more consolidated. **4 media giants** now control a staggering **95%** of what we read, watch, or listen to.

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CONSOLIDATION

1983



In 1983, 90% of American media was owned by **50 companies**

2011



In 2011, that same 90% is controlled by **6 companies**

2020



In 2020, 95% of media is controlled by **4 companies**

THESE FOUR COMPANIES ARE:



COMCAST

Notable Properties:
COMCAST
NBC
UNIVERSAL PICTURES
USA Networks
SYFY



DISNEY

Notable Properties:
ABC
ESPN
PIXAR
MIRAMAX
MARVEL STUDIOS



**VIACOM
CBS**

Notable Properties:
MTV
SHOWTIME
NFL.COM
60 MINUTES
PARAMOUNT PICTURES



AT&T

Notable Properties:
CNN
HBO
TIME
WARNER BROS
TNT