CTA

Consolidated Tape Association

CTA Tape A & B Subscriber/Household Metrics

CTA Q3 2026

	Tape A							Tape B						
Quarter	Capped Nonprofessional Subscribers (Quarter-End)	Quote Usage (Total; Excludes Capped Subscribers)	Professional Subscribers (Quarter-End)	Households (Quarter-End)	Real-Time Internal Only Vendors (Quarter-End)	Real-Time External Vendors (Quarter-End)	Non-Display Vendors (Quarter-End)	Capped Nonprofessional Subscribers (Quarter-End)	Quote Usage (Total; Excludes Capped Subscribers)	Professional Subscribers (Quarter-End)	Households (Quarter-End)	Real-Time Internal Only Vendors (Quarter-End)	Real-Time External Vendors (Quarter-End)	Non-Display Vendors (Quarter-End)
1Q14	2,739,647	756,230,895	289,620	143,163,057	610	229	NA	1,421,106	220,142,165	215,145	53,256,000	482	200	NA
2Q14	2,566,637	695,548,296	282,755	145,377,725	614	224	NA	1,328,856	207,952,904	201,484	53,256,000	485	194	NA
3Q14	2,633,128	651,198,510	280,930	146,407,373	579	228	NA	1,355,551	212,561,368	199,681	53,256,000	451	195	NA
4Q14	2,669,941	672,153,175	280,218	145,776,063	563	231	NA	1,404,440	222,534,074	200,863	53,256,000	441	198	NA
1Q15	2,805,328	692,353,682	276,423	146,348,088	540	235	322	1,430,084	221,928,854	198,983	53,256,000	424	203	287
2Q15	2,695,514	639,698,333	268,472	150,706,873	519	232	328	1,399,034	193,106,875	193,877	53,256,000	405	199	285
3Q15	2,857,731	633,815,292	268,353	149,670,412	485	236	319	1,529,488	195,882,562	194,337	53,256,000	386	203	279
4Q15	2,593,460	641,075,577	270,380	149,157,480	477	236	317	1,389,834	214,879,531	207,350	53,256,000	371	205	277
1Q16	2,679,609	594,340,199	269,531	148,992,420	475	231	334	1,491,437	202,405,541	212,296	53,256,000	370	202	295
2Q16	2,731,832	620,868,669	283,033	150,359,705	476	231	338	1,528,320	210,715,719	227,579	53,256,000	374	203	299
3Q16	2,743,666	570,054,780	279,944	151,550,218	461	231	336	1,563,712	208,675,439	225,768	53,256,000	359	202	299
4Q16	2,691,960	515,179,425	277,443	149,042,548	457	235	329	1,567,124	183,453,430	224,582	53,256,000	349	204	294
1Q17	2,854,682	555,582,000	275,731	148,861,020	451	236	340	1,626,279	194,242,580	224,113	53,256,000	344	207	312
2Q17	2,725,430	551,150,194	277,423	150,074,827	449	232	337	1,544,540	187,310,259	225,773	53,256,000	345	203	309
3Q17	2,835,253	531,842,562	274,815	149,179,250	438	229	329	1,538,015	171,266,036	225,438	53,256,000	344	201	306
4Q17	3,042,936	554,593,781	275,319	144,061,866	427	230	322	1,718,697	157,995,482	227,378	53,256,000	339	201	301
1Q18	3,437,857	603,274,895	279,077	144,208,928	417	226	321	2,185,231	187,006,736	232,829	53,256,000	326	198	296
2Q18	3,273,808	541,346,119	278,911	145,401,019	414	227	325	2,019,033	180,043,162	230,661	53,256,000	325	199	301
3Q18	3,426,928	538,195,852	290,445	145,699,598	421	241	324	2,095,223	173,926,250	237,162	53,256,000	374	215	301
4Q18	3,282,898	564,981,867	292,357	144,984,473	415	242	322	1,916,189	187,130,393	238,779	53,256,000	372	217	301
1Q19	3,415,127	578,808,380	292,428	144,425,174	406	239	325	1,972,961	189,438,285	238,954	53,256,000	358	218	300
2Q19	3,420,512	655,249,679	291,584	142,418,225	398	238	319	1,934,856	194,295,888	239,031	75,638,000	358	216	298
3Q19	3,404,694	749,460,081	287,490	141,004,446	382	237	317	1,931,274	201,057,224	235,446	74,321,000	343	216	298
4Q19	3,476,141	692,652,716	283,157	135,760,952	379	234	318	1,943,555	210,340,187	231,292	73,410,000	336	213	298
1Q20	4,199,089	777,355,069	279,617	134,234,973	378	233	333	2,523,446	252,365,805	230,137	72,639,000	338	215	314
2Q20	5,391,287	1,033,993,792	287,822	132,786,827	368	234	327	3,234,754	340,713,817	239,215	71,188,000	335	215	310
3Q20	5,835,958	833,916,197	294,943	131,408,253	370	233	332	3,521,622	276,916,730	243,877	69,811,000	339	213	314
4Q20	5,963,590	821,464,778	291,879	72,746,902	368	233	335	3,528,963	255,906,160	240,784	69,642,000	335	215	316
1Q21	8,220,667	1,045,612,692	299,466	72,844,829	368	236	342	5,110,932	331,043,295	248,357	69,438,000	336	217	322
2Q21	7,075,251	1,010,317,960	304,813	71,767,688	370	230	350	4,470,838	349,912,888	254,714	67,813,000	340	213	332
3Q21	6,608,480	956,891,558	304,485	71,042,893	378	229	364	4,176,699	297,853,058	253,335	66,723,000	348	211	349
4Q21	6,779,892	945,773,861	306,576	70,824,755	385	232	366	4,328,617	324,005,654	255,337	66,210,000	345	214	350
1Q22	6,284,112	899,633,432	310,057	71,035,376	380	230	372	4,074,540	321,500,662	259,518	65,994,000	351	213	357
2Q22	5,665,311	862,082,927	313,536	68,697,061	384	233	379	3,736,477	321,679,421	262,071	64,307,000	355	215	363
3Q22	5,469,224	693,699,199	309,880	67,077,459	383	227	380	3,612,029	345,366,058	258,738	62,519,000	352	209	363
4Q22	5,008,268	693,010,876	315,072	66,643,606	382	227	384	3,328,537	350,415,035	264,090	61,373,000	353	209	365
1Q23	5,060,450	689,763,819	314,669	66,168,647	385	226	386	3,422,158	359,770,162	263,693	61,354,000	354	205	368
2Q23	4,908,611	727,096,629	311,693	64,511,809	382	228	380	3,295,082	368,903,023	260,173	60,258,000	360	207	368
3Q23	4,426,945	782,259,539	307,657	61,714,572	379	224	380	2,960,515	400,308,915	257,612	57,481,000	356	204	368
4Q23	3,783,191	766,241,219	319,807	61,581,071	372	221	377	2,515,411	469,229,374	271,787	56,819,000	354	202	367
1Q24	3,844,514	891,462,714	306,637	59,629,199	379	223	377	2,602,170	507,236,359	253,839	54,762,000	360	205	371
2Q24	4,268,186	964,662,929	308,168	58,616,889	379	223	384	2,857,018	545,279,130	258,920	54,110,000	364	206	379
3Q24	4,253,508	1,041,084,365	284,868	57,494,472	383	219	389	2,985,586	587,801,631	237,641	52,657,000	369	201	382
4Q24	4,626,780	1,085,626,899	285,407	57,530,811	386	217	390	3,239,152	640,821,446	239,182	52,544,000	373	200	382
1Q25	4,843,421	1,150,068,617	283,076	57,532,034	380	214	386	3,467,874	723,445,106	238,010	51,939,000	368	197	377
2Q25	4,508,928	1,158,944,033	282,023	56,004,055	387	218	391	3,276,862	765,556,851	238,415	50,476,000	373	201	382
3Q25	4,877,732	1,186,696,171	281,524	54,329,536	393	216	395	3,703,496	742,597,837	242,863	49,168,000	380	200	384
4Q25	5,005,561	1,158,761,057	285,822	53,842,496	402	215	402	3,973,281	745,383,095	247,314	49,306,000	383	200	389
1Q26	5,107,246	1,194,159,930	283,454	54,066,887	402	219	402	4,257,735	801,332,706	246,439	48,968,000	389	205	391
2Q26	5,247,008	1,320,593,136	280,460	52,384,818	414	229	419	4,293,586	818,630,963	243,429	47,253,000	393	215	402
3Q26	5,099,292	1,461,430,971	261,121	52,400,307	418	232	430	4,274,831	848,863,009	213,330	47,115,000	404	217	417

Definitions

(1) **Capped Nonprofessional Subscribers** includes data usage by those defined pursuant to the Nonprofessional Subscriber Policy paying the flat per subscriber rate. Includes Nonprofessionals paying on a per-quote basis that are capped at $1.00/month.

(2) **Quote Usage** includes data usage for those professionals that choose to report on a per-quote-packet basis as well as Nonprofessionals that are not capped at $1.00/month.

(3) **Professional Subscribers** are deemed to be those that do not meet the criteria defined pursuant to the Nonprofessional Subscriber Policy paying on a per device basis.

(4) **Households** provides an estimate of households reached based on vendor reporting of television broadcast data.

(5) **Real-Time Internal Only Vendors** are datafeed recipients that only use the data internally.

(6) **Real-Time External Vendors** are datafeed recipients that redistribute data outside their firms, as well as any applicable internal use.

(7) **Non-Display Vendors** are datafeed recipients that use the data for non-display, as well as any other applicable use.

(8) **NA** means 'Not Applicable' as the metrics were not available for this time period.

(9) Effective September 1, 2013, Tape B Pro Devices include Bid Ask and Last Sale Services.