

There is little incentive for me to pay a recurring fixed price for a large list of channels, when I only watch a small fraction (e.g. %20) of those channels on a regular basis. It might be a good option for people who live in front of the TV, but most people do not. If single or small groups of TV channels were offered a la cart, I would perceive the cost as a better value, and it would allow me to allocate my money toward premium and pay per view channels, instead of channels that I never watch.