

# Bloomberg Businessweek

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"Story's on ESPN. It's the latest media organization to be affected by cord cutting, which has cost the network millions of cable subscribers."

"Does this mean that mainstream sports will become a barely acknowledged niche interest? And that adults who never engaged in sports, perhaps because of the childhood trauma of being picked last in every game, possibly due to a lack of coordination and a full-figured stature, will no longer be ridiculed for not being able to participate in 80 percent of all conversations with their guy friends?"

"No, it doesn't mean that at all."

"I'm just not sure it's newsworthy, then."

