# Twitter Thread by Judd Legum

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## 1. Tucker Carlson's xenophobic, racist, and bigoted content has cost him nearly all his advertisers

## It's mostly an hour of MyPillow ads and promos for other Fox shows

## But Fox News doesn't care

## Why?

## They've rigged the game

## Follow along if

2. A primary source of revenue for Fox News is PEOPLE WHO NEVER WATCH FOX NEWS.

On average cable TV subscribers pay $1.72 per month for Fox News

But only 14% watch Fox News

That means for every viewer, Fox News receives a $7.75 subsidy from non-viewers

https://t.co/XzdffNEnu2

3.Every channel in a cable bundle receives a subsidy from non-viewers but Fox News' is FAR HIGHER than any other non-sports channel.

Fox News ($7.75)
CNN ($3.18)
TBS ($2.79)
FX ($1.79)

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4. These carriage fees are Fox News' PRIMARY SOURCE OF REVENUE. In 2020, Fox News made $1.6 billion off carriage fees and $1.2 billion off advertising.

So that insulates them from advertisers leaving Tucker Carlson or any other show.

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5. A substantial portion of Carlson's $10 million/year salary comes from people who find his views odious

Like Carlson's decision to use his program to advance "white replacement theory" - a racist idea explicitly cited by numerous mass murders

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6. Tucker Carlson has the right to advance racist conspiracy theories or celebrate the assassination of the first LGBT elected official.

But people should have the CHOICE whether or not to pay him for this content.

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7. There are two options to end Tucker Carlson's subsidy:

A. Cable companies could start offering bundles that don't include Fox News. They seem unwilling to stand up to the Murdochs, however.

B. Cut the cord

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8. This has nothing to do with "free speech"

Carlson has the right to be a bigot

YOU shouldn't be forced to pay for his bigotry so you can watch Law & Order reruns

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