Student 5: Low Achieved

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The Rise Of Streaming

Home Video Market

VHS DVD Digital Streaming

2000 The DVD took a few years to catch on after its invention in 1995.

2004 It's popularity exploded in the early 2000s. Demolishing the VHS market by 2004.

2008 In 2005 the popularization of digital movie sites such as Quickflix to gain an audience.

2012 In the early 2010's streaming sites like Netflix began popping up and gaining traction.

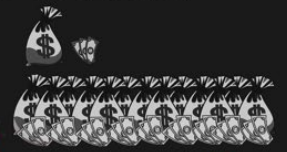
2016 In 2013, streaming services began creating original content, increasing users.

2020 Nowadays streaming dominates the market. By 2024 it may have a monopoly over the industry.

(1)

The Death Of Cable

The average streaming service is approximately $13. By comparison, a cable subscription costs around $157.



Cable subscrition has dropped 10%, from 92 million households, to 83 million in the past 3 years. Dropping 6% in 2019 alone! As this massive industry falls, it's reach is expected to drop exponentially faster due to social change, budget restraints and advertisement interest.

(3)

(2)

NETFLIX

(2)

Netflix moved from DVD rental to streaming in 2007. They then began making original content. In 2013, releasing shows full seasons at a time and birthing binge culture. Bringing in users with popular shows such as Stranger Things

Now Netflix has 183 million users, and is the worlds leading streaming service.

The Top 10 Watched TV Shows Of 2019

(According to Cinema Blend)

4 Were By Netflix

3 Were By HBO

1 Was By Disney+

1 Was By Amazon

Only ONE, surviving R. Kelly, was made by a cable channel.

(2)

The Effect Of Covid - 19

Due to the current Corona virus epidemic streaming has managed to gain great success over cinema. Giving new Netflix shows such as Money Heist and Tiger King to record breaking views on release.

Movies such as Onward and The Invisible Man have had to go straight to streaming instead of cinema. Bringing huge floods ofnew subscribers to these services, 21 million subscribers to Disney+ alone, almost doubling it's 50 million subscriber count.

(5)

How Streaming Changes TV Shows

Why People Stream????

Convenience
Cost
No Commercials
Movie Selection
Original Content

These are the 5 main reasons people stream (acording to E-marketer), and they all mark a major change in the industry.

The high demand for convenience has led to new shows being released entire seasons at a time, or more recently, in 2 parts. This is notable in shows like Lucifer that have moved to a more serialised season structure rather than the traditional episodic story telling.

(4)

The demand for cheaper entertainment and no advertising has lead to a complete rework of the TV industry and how it makes its money, causing untold changes in the near future.

With higher demand for more selection and new original content. Netflix and other streaming services are built on debt. Netflix alone is $15 billion in debt, growing at approximetly $4 billion a year. If streaming doesn't turn out to be profitable, the TV industry will take a hit that will leave its mark forever.