

Digital Disruptors: The Global Competitive Landscape of Streaming Services

July 2021

Table of Contents

INTRODUCTION

Scope of Digital Consumer

Key findings

STATE OF PLAY

From disruptor to a major global digital industry

Need for home entertainment fuels growth for streaming services

Novelty becomes a key factor attracting consumers

Streaming services disrupt conventional media in every region

Despite diverse viewing devices, PCs remain dominant for sales

Production of local content helps providers connect with consumers

Streaming success causes overcrowding in the market

PROFILES ON GLOBAL DISRUPTORS

Netflix

Apple Music

Amazon Prime Video

Disney+

DAZN

Peloton

Rakuten TV

Twitch

StarzPlay

Spotify

Apple TV+

PROFILES ON DISRUPTORS IN THE AMERICAS

Blim TV

Hulu

Crave

PROFILES ON DISRUPTORS IN ASIA

Stan

CatchPlay

Kayo Sports

QQ Music

Joox

ViuTV

WAVVE

Disney+ Hotstar

StarHub TV

meWATCH

Monomax

PROFILES ON DISRUPTORS IN EMEA

Aerovod

Joyn

Flix Ole

Molotov

Now TV

CDA Premium

Ivi.ru

BluTV

PROSPECTS FOR DIGITAL STREAMING SERVICES

Increased competition requires diversification

Strategic content creation to aid subscriber growth

Adapting conventional television

Current infrastructure and piracy challenge the potential for the industry

Despite challenges, regional conditions favour positive growth

Opportunities remain for multiple growth strategies

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