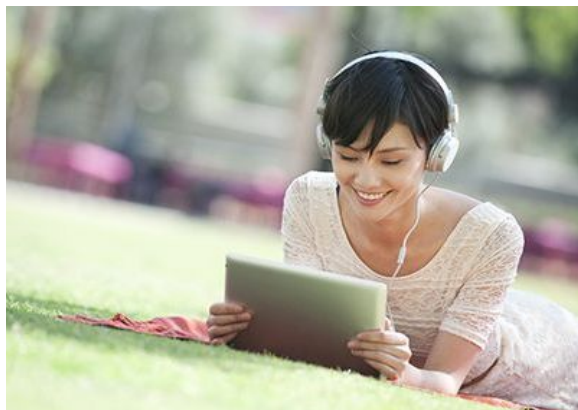


Streaming Media - Ireland - September 2018

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“The value of the media streaming market continues to grow in Ireland, as consumers increasingly prefer to access content via streaming services compared to traditional means. Some consumers, however, would be willing to accept advertising on paid streaming services in return for a discount on their subscription.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Video-on-demand (VoD) platforms that exist alongside a broadcaster's/provider's linear TV service in order to provide access to time-shifted content via the internet (eg BBC iPlayer, Sky Go etc).
- Subscription video-on-demand (SVoD) services that require a monthly payment (eg Netflix, Now TV).
- Other forms of online video service such as those that allow viewers to purchase individual shows (eg TalkTalk TV Store), or access TV programmes or clips on video streaming sites (eg YouTube) that are funded by advertising.
- Live TV, DVD/Blu-Ray and other more traditional forms of media are examined within this Report, but as competitors to streaming services.
- Audio streaming services/radio and game streaming services are not included within this Report.

Usage of streaming media in Ireland is high, with increasing levels of preference for streaming as a method of accessing content.

Moving forward, traditional live TV services are likely to see their viewership levels increasingly impacted by streaming services, as consumers show a growing preference for time-shift programming, and a high regard for original content from streaming services.

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