

## Attitudes towards Video and TV - UK - October 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“While live TV remains important, the decline in live viewing time in recent years shows little sign of change. Younger demographics are prioritising short-form video on social networks and are spending their money on streaming services rather than traditional pay-TV contracts.”

– **Matt King, Category Director – Technology and Media**

This report looks at the following areas:

While Netflix continues to lead the streaming market, competition is set to intensify as Disney and Apple enter the fold, making the success of original productions even more vital.

- **Live TV is in decline but will retain importance for some time yet**
- **How many streaming platforms can the market sustain?**

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Live TV is in decline but will retain importance for some time yet

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How many streaming platforms can the market sustain?

The facts

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## The Market – What You Need to Know

Fall in live TV viewing particularly severe among children

Declining advertising revenues are hitting the traditional TV industry

Online video revenues are growing at an impressive rate

BBC One continues to lead the ratings but ITV1 is gaining popularity

Netflix reported a fall in subscribers in the US in the first half of 2019

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Long-awaited new streaming platform Disney+ to launch in 2020

Apple announces low-cost TV service with original productions

Amazon to broadcast Premier League matches simultaneously

Streaming wars intensify as Disney bans advertising of rivals

BBC and ITV's BritBox service expected to launch by end-2019

## Launch Activity and Innovation

Long-awaited new streaming platform Disney+ to launch in 2020

Apple announces low-cost TV service with original productions

Amazon to broadcast Premier League matches simultaneously

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Live broadcasting is widespread despite the decline in viewing time

Freeview and pay-TV remain the most popular ways to view live TV

On-demand viewing directly correlated to age

On-demand viewing on streaming sites has grown in the last year

Nearly six in 10 people pay for a subscription streaming service

Four in 10 people subscribe to market leader Netflix

New streaming services could have to deal with subscription fatigue

TV shows dominate the viewing landscape

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Older TV shows are more popular among younger people

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