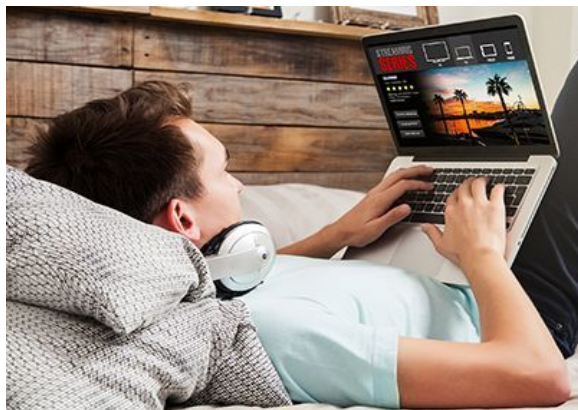


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“The growth of the streaming segment has balanced out declining physical video sales. The rapid growth of the streaming segment has put pressure on broadcast TV providers to ‘Netflixify’ their offering and provide on-demand content. Growth in streaming subscription shows no signs of disappearing in the near future.”

– **Mark Flowers, Research Analyst – Consumer Technology**

This report looks at the following areas:

- Where next for streaming providers after original content?
- DVD and Blu-ray to go the way of vinyl?

Broadcast and VoD (Video on Demand) providers like Sky and Virgin Media are under increasing pressure to ‘Netflixify’ their services in response to the growing popularity of Amazon Prime Video, Netflix and similar streaming services. Cross-platform, on-demand availability of content for these services has become an expectation, not a feature – making device-agnostic availability a requirement.

Original content has become the key differentiator for video subscription services. Amazon and Netflix have moved into the film and TV production and distribution space aggressively – with both companies scoring Emmy and Oscar nominations for their original content, putting it on the same level as content created by film and TV studios.

Niche streaming services and consumer interest in tiered subscriptions suggest ways for major streaming providers to expand their services. Offering add-on or standalone libraries of specific content – eg horror films, documentaries – may help major providers capture some of the audience of successful niche streaming services like anime streaming service Crunchyroll.

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