

## Media Trends Autumn - UK - September 2019

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

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“The make-up of the video subscription streaming market is to change significantly over the coming years with Disney, Apple, WarnerMedia, NBC and BBC/ITV all poised to introduce new options, while removing their content from the current dominant players. We are, though, likely to see significant consumer pushback to this change.”

– **Rebecca McGrath, Senior Media Analyst**

This report looks at the following areas:

The TV market continues to evolve as people spend more time watching streaming services. However, while 'binge-watching' has become commonplace, most people are still watching shows week by week and discussing this content with others both in-person and online. The final season of *Game of Thrones* demonstrated how monumental watercooler TV can be in the digital age. The streaming market is set for a major shake-up over the next few years as many major new players introduce options, fragmenting content across many different paid-for options.

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The Netflix model under threat as yet more video subscription services are set to launch

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