

# Digital Video: Incl Impact of COVID-19 - US - July 2020

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## This report looks at the following areas:

### This report will look at the following areas:

- The impact of COVID-19 on consumer behavior and the digital video market
- Breakdown of SVoD players in the space
- Digital video usage and behaviors as a whole and across SVoD services
- Attitudes toward digital video streaming

Digital video continues to be the fastest growing video entertainment in the US as more consumers shift to SVoDs like Netflix, Hulu or Amazon Prime Video as a replacement for traditional paid media. Netflix has maintained its leading position and has built upon its first-mover advantage with its investment in original content that continues to draw subscribers. However, the market continues to become increasingly competitive, as new players such as Disney+, Apple TV+ and Peacock have entered the market. Consumers can pick and choose from more video streaming services than ever before, so having the best library of content at competitive price points will be critical to success.



“More consumers now stream digital video content than watch cable or satellite TV. Paid TV packages are struggling to compete with the convenience and cost of on-demand internet based streaming services. To do so, cable and satellite providers are pivoting from paid TV to internet based service.”

**Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

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