



**Euromonitor
International**

Digital Disruptors: The Global Competitive Landscape of Streaming Services

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INTRODUCTION

Scope of Digital Consumer

Key findings

STATE OF PLAY

From disruptor to a major global digital industry

Need for home entertainment fuels growth for streaming services

Novelty becomes a key factor attracting consumers

Streaming services disrupt conventional media in every region

Despite diverse viewing devices, PCs remain dominant for sales

Production of local content helps providers connect with consumers

Streaming success causes overcrowding in the market

PROFILES ON GLOBAL DISRUPTORS

Netflix

Apple Music

Amazon Prime Video

Disney+

DAZN

Peloton

Rakuten TV

Twitch

StarzPlay

Spotify

Apple TV+

PROFILES ON DISRUPTORS IN THE AMERICAS

Blim TV

Hulu

Crave

PROFILES ON DISRUPTORS IN ASIA

Stan

CatchPlay

Kayo Sports

QQ Music

Joox

ViuTV

WAVVE

Disney+ Hotstar

StarHub TV

meWATCH

Monomax

PROFILES ON DISRUPTORS IN EMEA

Aerovod

Joyn

Flix Ole

Molotov

Now TV

CDA Premium

Ivi.ru

BluTV

PROSPECTS FOR DIGITAL STREAMING SERVICES

Increased competition requires diversification

Strategic content creation to aid subscriber growth

Adapting conventional television

Current infrastructure and piracy challenge the potential for the industry

Despite challenges, regional conditions favour positive growth

Opportunities remain for multiple growth strategies

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Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-disruptors-the-global-competitive-landscape-of-streaming-services/report.