I am a huge fan of movies and shows. I grew up obsessed with shows and watching YouTube videos. I was on YouTube when it first started in the 2000s era. The shift to digital content took no time: streaming, reading, learning, creating. It's all done digitally now more than ever before. While physical ownership is considered the true and only way to own a piece of media, we utilize the internet as a way to have access to a library bigger than most people are willing to maintain if it were in physical format. My topic would be how YouTube was the first major shift to the digital age (in terms of content and production). I would utilize the knowledge we have gathered from the market since streaming has become so prevalent and compare it to prices from when streaming first started. Looking for content that started from YouTube or other free platforms make their jump to a larger media outreach. And compare the process from then to now on how the gap has gotten smaller as more people have accepted the internet’s digital footprint as the main source of media, whether posted there first or migrated to the service within a contractual amount of time.