

Is TV worth it?

It is well known that media consumption has changed rapidly in the last few years. The BBC has revealed that most of their TV viewers are now in their 60s. Some people believe that streaming companies are taking the screen share of the traditional TV, and they are correct.

First of all, young people are used to the streaming platforms right now, and that is something that is not going to change soon.

Moreover, their viewing habits are drastically different from their older counterparts, they have their content where and when they want, which is impossible with TV emissions.

Furthermore, It is really cheap even compared with classic TV in the UK. In the UK a TV license can cost up to 159 pounds, which is almost the same as a Netflix subscription, or one Disney + and an Amazon Prime Video subscription per year.

So even though TV is not going anywhere, there will be a shift in audiences that is happening as we write and read this article.