**Literature Review**

Streaming services have grown over the years and has changed the TV industry. The way we watch TV has changed as we no longer one option of watching TV. Before it would be you watch TV through cable or satellite provided by a TV company. But now with there are ways to watch TV over the Internet either through websites or streaming services provided by different companies. This literature review will focus on seeing how much of an impact streaming services has had on the TV industry and if streaming services are becoming the new way to watch TV.

Johannes H Snyman, & Debora J Gilliard (2019) discuss the history of the TV industry and how the start and rise of streaming services began. TV has evolved over the years from broadcasting to cable television to satellite television and now streaming television using the Internet. In the early 2000s the way TV was being viewed changed by certain services such as iTunes and Amazon Video offering people the ability to purchase TV shows and companies such as YouTube and Netflix that offered streaming services. Someone who wanted to watch their favorite TV show had to wait to watch it live, record the show, or rent/buy a DVD/VHS tape. Even with streaming services people at first preferred this way of watching TV, but over the years people would shift to using streaming services.

In 2007 Netflix came out with a different option to watch TV by shifting their business model from sending DVDs through mail to offering a monthly paid service that offered unlimited viewing on streaming shows. This would pay off as more and more people would switch to streaming services and as a result Netflix would become the largest streaming service to this day. This switch from cable or satellite television to streaming television would be known chord cutting and this has been on the rise since 2012 [1]. People would see the benefit of streaming shows as it gave them a way to watch shows when they wanted to and be able to watch these shows with little to no commercials interrupting.

The ability to watch your favorite shows with no commercials or advertisements interrupting has caused changed in the TV industry. This change has made it so TV providers have to rethink how they handle advertisements so that people do not resort to cord cutting. One such thing TV providers have done is provide people with video on-demand, where a collection of aired episodes for certain shows can be viewed. This allows people to watch episodes for shows they may have missed or want to watch again, and people have the option to fast forward through the episode. People using this have some way to avoid advertisements, but people using streaming services can do this and still be able to binge-watch shows.

Binge-watching is a term used to describe when someone watches multiple episodes to a show in one sitting, usually it is multiple episodes for a single show. With the rise of streaming service usage there has been an increase in binge-watching, as over 70% of Americans binge-watch [2]. Streaming services make it so you have access to almost all of the episodes for a show and access to all these episodes promotes binge-watching as you have the option to continue watching. Also adding in having no commercials interrupting an episode makes majority of people pick binge-watching on streaming services rather than TV. Binge-watching is changing the way people view television as you went from having to wait a week between viewing episodes to having multiple episodes ready to view at once.

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