Project Proposal

**Streaming Services Effect on TV**

**Introduction**

Streaming services are impacting the way we watch TV. With the start of Netflix viewership of TV shows started to change and people started to move away from the norm of watching cable TV. Over the years there have been a boom of streaming services that changed the way TV is. My project looks to see the trends in streaming services and how these trends have caused cable TV to adapt and change.

**Paper Summaries**

Streaming services have been on the rise in recent years and have disrupted the TV industry. With the start of Netflix, the most dominant streaming company to this day, people have shifted from watching cable TV to streaming TV shows and movies online. According to Investopedia from 2019 an estimated 21.9 million American households have cut the cord on cable TV and this is expected to rise to 34.9 million by 2023. This surge of cord cutting looks to keep rising as more people switch to streaming services.

According to ECI Media Management video streaming services are impacting the TV industry by offering users ad-free content. Since 2017 ad sales in the US have been declining and TV channel owners have responded by shifting their ads to a digital platform. TV channels owners are also responding to the rise of streaming services by offering their own streaming services, such as Disney offering a streaming service for the ESPN network. This is causing TV channel owners to reinvent their business strategies to have a more digital approach.

**Problem Formulation**

The problem to look at is how much streaming services are on the rise and is this rise big enough to cause any change to the TV industry. This can be answered through the following questions:

* How much are streaming services being used?
* How much of an impact does streaming services have on the TV industry?
* Are streaming services the new norm of watching TV?

**Methodology**

As for the research to be done I will for different datasets containing information of streaming services and TV channels. The information to look for are number of subscriptions, number of views on TV shows offered, TV ratings, and cost of the service(s). I will also look to monitor trends in streaming services and what changes are done by these trends on TV channel viewership. I will do some data analysis to model of these datasets to help show the growth of streaming services.

**References**

* <https://www.investopedia.com/articles/investing/060815/how-netflix-changing-tv-industry.asp>
* <https://www.ecimediamanagement.com/tv-industry-forcing-to-transform/>