**WHAT IS THE IMPACT OF THE COVID-19 ON THE WORLDWIDE VIDEO STREAMING MARKET?**

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# Research question

Amid the COVID-19 pandemic, strict lockdowns and social distancing measures led to a significant shift in the global video streaming landscape. With traditional entertainment venues shuttered, people turned to streaming platforms, driving up demand, subscriptions, and viewership. To cater to this surge, industry players invested heavily in content creation, technology enhancements, and diverse offerings. However, regional variations emerged due to access challenges, socioeconomic disparities, and local regulations, shaping the pandemic's influence on streaming markets. The virus also disrupted video streaming content production and distribution, causing filming delays, set closures, and altered production methods. This study comprehensively examines the pandemic's impact on the industry, analyzing market trends, revenue, consumer behavior with penetration rate, and subscribers. ((<https://www.researchgate.net/publication/355190747_Post-pandemic_Impacts_of_COVID-19_on_Film_Industry_Worldwide_and_in_China> accessed on 6 August 2023).

# Data acquısıtıon

Undoubtedly, data is needed to apply the necessary comparisons and analyses. While this data should explain the progress of the industry worldwide, it should also reveal country and company-based changes. As a result of intensive source analysis, it was decided that Statista has the most reliable and comprehensive data. (<https://www.statista.com/outlook/dmo/digital-media/video-on-demand/video-streaming-svod/worldwide?currency=USD> accessed by 15 July 2023)

The relevant data was quite regular and up-to-date. The source of the data, which was last edited on June 17, 2023, was Statista Market Insights. The screenshot of the Revenue sheet of the data in xlsx format, which contains many tables. (Figure 1)

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**Figure 1** *This is a screenshot of Statista video streaming market insights data.*

The analysis focuses solely on Subscription-based Video-on-Demand services like Netflix and Amazon Prime Video, excluding Ad-supported services, Pay-per-view offerings, and Pay-TV subscription-dependent services like HBO Go. This deliberate scope ensures a concentrated market insight. The dataset comprises six distinct sheets Intro, Revenue, Users, Global Comparison, Key Players, and Key Market Indicators. Enabling multifaceted exploration, the data spans 2017-2022, with projections beyond 2023, derived from historical trends and diverse indicators.

The Intro sheet introduces inclusion criteria, delineates the Video Streaming market, and defines parameters. Revenue sheet details revenue in USD, charting its evolution and revenue per user. Users sheet displays total users, penetration rate, and distribution based on services. Global Comparison sheet provides country-wise revenue breakdown and penetration analysis. Key Players sheet offers insights into top 10 companies' annual revenue. Key Market Indicators sheet provides demographic and general data, impacting the entire dataset.

# Preparation

Power BI was utilized for exploratory data analysis and visualization as it provided an excellent user experience, including data preparation operations with Power Query support in its background. Furthermore, its choice was strengthened by being able to collect all graphics onto one page with filtering operations performed using a slicer.

As this dataset comprises various tables, each visualization requires creating its own distinct query. Due to multiple rows and columns being present on one sheet, operations such as row/column deletion must also take place for these to be included as individual queries. As relevant units vary across tables (million, billion, and percent), they need to be standardized using Power BI's Custom Formula feature. Some tables also use the Transpose functionality to reduce column count while collecting years in one column. As the rate of change over the years is an essential element in answering research queries, Index and Custom Formula functionality must be utilized when formulating these figures. With all preparation processes completed, the dataset was ready for exploratory data analysis. As 2017-2022 is of interest in this research question, data that occurred after 2023 (projection data) were removed prior to analysis.

# Data Analysis (NARRATIVE)

Examining the Covid-19 impact on the Video Streaming Market requires a historical overview. Advancements in technology and the proliferation of devices like TVs, game consoles, computers, tablets, and smartphones have fostered a rising trend in platform usage. Amid this backdrop, assessing the pandemic's influence, particularly in 2020-2021, becomes crucial. Parsing the dataset provides these insights.

Undoubtedly, revenue serves as a pivotal gauge of corporate performance and investment efficacy. A holistic grasp of the macroeconomic scenario demands an initial exploration of total market revenue. The Video Streaming sector witnessed remarkable expansion, soaring from $28 billion in 2017 to $81 billion in 2022, nearly tripling its initial value (Figure 2). However, the fluctuating annual growth rates within this upward trajectory present limitations in fully capturing the pandemic's effects.

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**Figure 2** *This is a screenshot of the Total Market Revenue line graph from Power BI.*

The Market Revenue Growth graph analysis reveals a significant surge in the past five years, with 2020 standing out, boasting a remarkable 34.56% increase (Figure 3). This surge, compared to 2019's 27.43%, highlights the pandemic's positive impact on the industry. However, the expected growth wasn't achieved in 2021. Despite a continuing upward trend, the growth rate settled at 24.36%, lower than in 2019. This could be due to the unexpected market acceleration in the previous year. 2020, marked by the pandemic, proved advantageous for Video Streaming platforms in terms of market revenue performance.

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**Figure 3** *This is a screenshot of the Total Market Revenue Growth bar graph from Power BI.*

Regarding revenue, an alternative perspective involves assessing average revenue per user—a pivotal metric offering insights into industry progress. Amid a changing landscape of expanding revenue and user counts, boosting user-based revenue becomes a key goal. Over the past five years, the average revenue per user consistently grew (Figure 4). Starting at $45.14 in 2017, it reached $60.25 during the pandemic and surged to $69.95 in 2022. This upward trend suggests resilience against pandemic effects; yet, a closer look at the growth rate is vital.

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**Figure 4** *This is a screenshot of the Average Revenue per User line graph from Power BI.*

The Average Revenue per User metric displays consistent change rates over the years (Figure 5). Notably, a conspicuously linear trend is evident in the chart. Despite change rates hovering around 10%, no significant increase is observable during the pandemic period. The most substantial growth rate in the past five years occurred from 2018 to 2019, with a notable 10.46% advancement. However, the pandemic led to a decline in the growth rate, reaching 6.89% in 2022. This outcome may stem from strategic user expansion initiatives, but a comprehensive user count analysis is essential to validate this notion.

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**Figure 5** *This is a screenshot of the Growth of the Average Revenue per User bar graph from Power BI.*

User count provides another vital indicator of industry vitality alongside revenue, by showing audiences, product integration into daily lives, customer connections, and expansion potential. Each new user acts as a potential catalyst for amplifying revenue while expanding a cycle of growth; the Video Streaming sector particularly saw remarkable expansion from 0.61 billion users in 2017 to an outstanding 1.16 billion in 2022 (Figure 6), almost doubling its user base despite global challenges; change rate analysis can provide greater insights into its full effect; this sudden surge of 0.55 billion newcomers joining its market also highlights its lasting success and development over time.

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**Figure 6** *This is a screenshot of the Total Users line graph from Power BI.*

User count fluctuations over the years highlight the pandemic's impact on the Video Streaming market. Annual variations in user count peaked at 22.65% in 2020, aligning with the pandemic's onset (Figure 7). Though not sustained in 2021, notable growth of 14.94% was achieved. Post-pandemic, user count growth receded to 3.02% in 2022. The Total Users Growth trend underscores external events like the pandemic shaping user expansion in the Video Streaming market.

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**Figure 7** *This is a screenshot of the Growth of Total Users bar graph from Power BI.*

The dynamics of the number of users, while indeed an illuminating metric for the Video Streaming market, also serve as a crucial determinant of how effectively companies within the sector can attain their objectives. A vital aspect in this context is the penetration rate, which offers valuable insights into the extent to which the targeted customer audience is reached (<https://www.sortlist.com/blog/penetration-rate/?repeat=w3tc#:~:text=your%20penetration%20rate%3A-,Penetration%20rate%20%3D%20(Number%20of%20consumers%20or%20users%20or%20customers%20%2F,by%20that%20product%20or%20service> accessed on 5 August 2023). This metric assumes paramount significance in a market characterized by high user volumes and the potential for direct user engagement. The penetration rate exhibited a noteworthy growth of 8.47% in 2017, surging to 15.24% in 2022 (Figure 8). Remarkably, the onset of the pandemic in 2020 witnessed the most substantial leap within the last five years, ascending from 10.80% to 13.11%. This progress represents the most significant improvement observed in the preceding quinquennium, amounting to an impressive 21.41% (Figure 9). Thus, the penetration rate metric reinforces the positive impact of the pandemic on the Video Streaming market.

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**Figure 8** *This is a screenshot of the Penetration Rate line graph from Power BI.*

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**Figure 9** *This is a screenshot of the Penetration Rate Growth bar graph from Power BI.*

The assessment of the pandemic's influence on the market is typically accomplished through a holistic examination of all services in unison. However, scrutinizing individual services that constitute the market's dynamics presents an opportunity to explore their effects on a micro-scale. An appraisal of the subscriber counts at the end of 2022 reveals that Netflix, boasting 221 million subscribers, held the position of the Video Streaming service with the highest subscriber count, followed closely by Amazon Prime Video with 208 million subscribers (Figure 10). While there exists a considerable disparity between these two services and the others, Disney+ secures a respectable third place. Notably, the majority of services experienced an augmentation in their subscriber base during the pandemic's impact, except iQIYI, which encountered a decline of approximately 5 million subscribers (Figure 11). But the pandemic has proved useful for offsetting any shortfall, particularly Netflix and Amazon Prime Video. Disney+ (<https://thewaltdisneycompany.com/disney-launches-today-and-a-new-era-of-disney-entertainment-begins/> accessed by 20 July 2023), launched late 2019, has also seen increased subscriber counts since its respective launches due to this impactful pandemic era. Collectively, the pandemic has manifested a predominantly positive impact on nearly all Video Streaming services in terms of subscriber count.

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**Figure 10** *This is a screenshot of Subscriber by Service treemap from Power BI.*

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**Figure 11** *This is a screenshot of the Subscribers Trend by Service line graph from Power BI.*

Examining subscriber counts in services yields valuable insights, yet their destiny is intertwined with the economic status of their parent companies, reflected primarily in revenue figures. While subscribers and revenue correlate, differences in fees, promotions, and offerings create revenue disparities. It's crucial to recognize that companies are multifaceted, so revenue differences may not solely stem from Video Streaming performance.

In assessing 2021's revenue rankings, Netflix leads in subscribers but ranks 7th in revenue (Figure 12). Amazon, Apple, and Alphabet, associated with YouTube Premium, top revenue generation. Despite Netflix and Amazon's top subscriber ranks, Netflix's revenue is just 6.3% of Amazon's. This gap arises from Amazon, Apple, and Alphabet's diversified interests, where Video Streaming is one part. In contrast, Video Streaming is Netflix's core and primary income source. Thus, revenue assessment may not fully capture the pandemic's impact, as it overlooks Video Streaming's exclusive importance.

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**Figure 12** *This is a screenshot of the Worldwide Top Company Revenues funnel graph from Power BI.*

Globally synthesized insights offer valuable macroeconomic information. However, to grasp pandemic impact fully, individual country analysis is vital due to unique national nuances. In revenue analysis, the USA leads Video Streaming revenue, followed by China and the UK. Such disparity makes other countries appear red in conditional formatting, indicating significant revenue gaps (Figure 13).

A map of the world

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**Figure 13** *This is a screenshot of the Global Revenue Comparison by Country filled map from Power BI.*

Upon conducting separate country-level analyses, it becomes apparent that revenue witnessed an increase in all the countries scrutinized by Statista during both 2020 and 2021 when compared to the preceding year. Nevertheless, a nuanced examination of the revenue growth rates over these years reveals that not all countries experienced an escalated pace of development. Specifically, when scrutinizing the revenue growth rates obtained from the Video Streaming market for the year 2020, juxtaposed against the figures from the preceding year 2019, it is revealed that 88 out of 149 countries observed an increase in growth rate. Conversely, 61 countries exhibited a continued growth trajectory, albeit at a diminished pace (Figure 14). As a result, it becomes evident that the pandemic directly impacted revenue growth positively in 59.06% of the countries during 2020. However, this phenomenon did not persist into 2021, as no country exhibited an acceleration in the rate of increase beyond that observed in 2020.

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**Figure 14** *This is a screenshot of the Growth Change of Countries by Revenue in the 2020 pie chart from Power BI.*

The significance of revenue as the primary metric for Video Streaming services necessitates a more granular country-wise analysis to discern the most successful nations, accounting for their relative contributions proportionate to their population sizes. A judicious approach involves conducting a penetration rate analysis, which aptly accommodates population-based normalization. In this context, the United States emerges as the vanguard, mirroring its top ranking in terms of revenue generation (Figure 15). Following suit, Canada and Norway secure second and third positions, respectively, in the User Penetration Rate metric. Remarkably, the United Kingdom, positioned third in the Revenue ranking, assumes a seemingly modest sixth rank in User Penetration Rate. In a contrasting trajectory, China, claiming the second rank in the Revenue ranking, regresses to the 18th position when gauged based on penetration rate. These findings underscore the intrinsic link between revenue performance and population dynamics, delineating a more comprehensive and insightful appraisal of the Video Streaming market's success across different countries.

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**Figure 15** *This is a screenshot of the Global User Penetration Rate by Country bar chart from Power BI.*

The optimal approach to discern the pandemic's impact on User Penetration rates in a country-specific context entails meticulous scrutiny of growth rates. Specifically, an examination of growth rate differentials in 2020 vis-à-vis the preceding year unveils that 126 countries witnessed an accelerated growth pace during this period (Figure 16). In contrast, the remaining 23 countries experienced a curtailed growth rate as a consequence of the pandemic's influence. Stated differently, the pandemic had a favorable impact on 84.56% of the countries, signifying a substantial proportion of the user penetration rate. These findings substantiate the pandemic's influential role in shaping user penetration dynamics across the majority of countries, thus warranting a nuanced understanding of the localized variations in User Penetration Rate during the pandemic era.

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**Figure 16** *This is a screenshot of the Growth Change of Countries by User Penetration Rate in the 2020 donut chart from Power BI.*

# VISUALISATIONS

Line graphs were chosen for Figures 2, 4, 6, 8, and 11 to illustrate the COVID-19 impact and analyze time series trends efficiently. Line graph's continuity suits trend analysis (<https://chartexpo.com/blog/best-charts-to-show-trends-over-time#> accessed on 6 August 2023). However, Figures 3, 5, 7, 9, and 15 preferred bar graphs for clearer data comparison. Bars enhance data distinction (<https://chartio.com/learn/charts/bar-chart-complete-guide/> accessed on 6 August 2023). A treemap in Figure 10 and a funnel graph in Figure 12 were selected to display hierarchical data and sequential processes. Treemaps show nested proportions, while funnels illustrate stages (<https://clauswilke.com/dataviz/nested-proportions.html> accessed on 6 August 2023). Figures 14 and 16 utilized pie and donut charts for clear ratio and net data depiction. Circular charts aid in visualizing proportions (<https://towardsdatascience.com/9-visualizations-to-show-proportions-or-percentages-instead-of-a-pie-chart-4e8d81617451> accessed on 6 August 2023).

The charts were carefully designed to make the data easy to understand. Bar graphs were used to compare data quickly, thanks to their bar length, while line graphs show trends over time using their position on a grid. This helps readers grasp the information at a glance. In visual encoding, attention was paid to ensure that the data could be detected as soon as possible while visualizing it.

The graphics prioritize user accessibility by prominently featuring blue tones, addressing color blindness concerns and promoting inclusivity (<https://www.levelaccess.com/blog/color-blindness-accessibility-what-designers-need-to-know/> accessed on 6 August 2023). Careful color selection ensures clarity, with a strategic avoidance of conflicting green and red hues, and a thoughtful use of dark red in the map illustration enhances readability and differentiation for all viewers.

Every aspect of each chart is meticulously assessed, taking into account the insignificance of excessive embellishments and the data-ink ratio's importance in conveying substantial information with minimal visual elements. This process involves deliberate actions, including the elimination of redundant axes and extraneous elements like backgrounds or 3D effects. By adhering to these steps, the charts are optimized to deliver clear and efficient data representation, enhancing both comprehension and visual appeal.

Choosing the right font for a chart holds significance as various fonts influence the speed of information comprehension differently (<https://medium.com/the-readability-group/a-guide-to-understanding-what-makes-a-typeface-accessible-and-how-to-make-informed-decisions-9e5c0b9040a0> accessed on 6 August 2023). Therefore, the DIN font, characterized by its sans serif style, is selected for its appealing aesthetics and readability advantages.

# Conclusion

This comprehensive research effort, driven by exploratory data analysis and visualizations made possible through Power BI, offers an in-depth examination of the significant and mostly positive influence that the COVID-19 pandemic has had on the global video streaming market. The study's findings demonstrate a remarkable surge in key metrics such as revenue, user counts, and penetration rates that are evidence of the industry's strength to adapt amid unprecedented global disruptions. Consumer behaviour trends towards digital entertainment platforms have further highlighted the centrality of streaming services to modern lifestyles, prompting industry players to adjust strategies, and embrace technological advancements to effectively meet evolving consumer demands. Tracing individual company performances within the market reveals a wealth of insight into the intricate interaction among subscriber counts, revenue figures, business portfolios, and overall revenue dynamics that impact each business individually. Furthermore, the careful examination of country-specific impacts highlights how pandemic outcomes vary widely between nations, highlighting the need for localized strategies that consider socioeconomic, cultural, and technological disparities when devising treatment plans. Collectively, these insights offer invaluable guidance to industry stakeholders, equipping them to make informed decisions, develop innovative approaches, and position themselves for sustained growth and competitiveness in an ever-evolving digital entertainment landscape.

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