

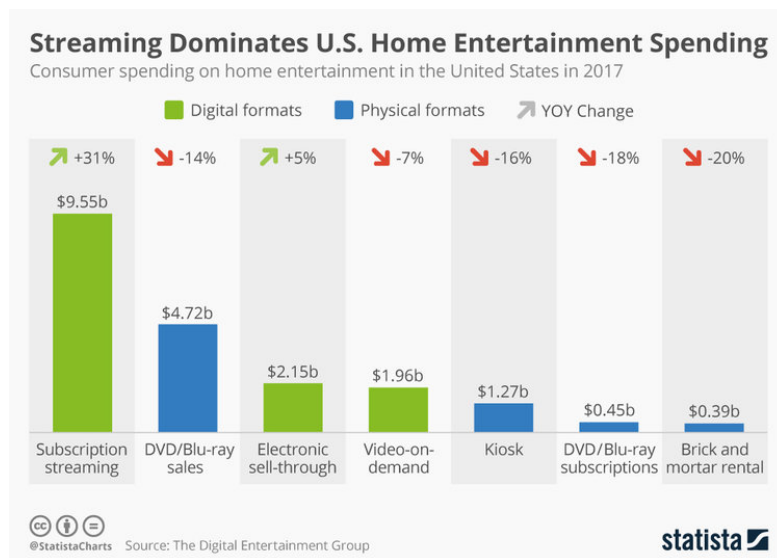
Strategies and Disruption in Online Streaming

The methods in which millennials consume content now bears little resemblance to the content consumption at the beginning of their lives, which was only about 20 years ago. Live television and movie rentals largely remained unchanged for over 30 years. Sure, television began to offer more channels and we saw the introduction of satellite TV, and we saw the introduction of DVDs in regard to movies. However, this progress is minute when compared to the digital strategies and solutions that have been implemented over the last 15 years. The introduction of online streaming services and online live television have revolutionized the entertainment and cable industries, and spells for an uncertain future concerning many traditional cable and broadcasting corporations.

All of the new technology giants that have come to dominate the 21st Century have one thing in common: disruption. As the Harvard Business Review puts it, “digitization is enabling new, disruptive models that aggressively compete with legacy models” (Bughin et al.). This is what has allowed companies like Netflix and Hulu to grow at such an accelerated rate. In 2007, Netflix, originally an online DVD rental service, announced the introduction of a video-on-demand service. Fast forward to 2019, and Netflix is the leading streaming service, and is now producing numerous award-winning programs (Jenner 258). Netflix digitalized and disrupted the traditional video rental services, and put legacy companies, such as Blockbuster, out of business in a hurry.

Netflix signaled a massive change within the digital television landscape. It rose to the top in such a short period of time and has become a societal norm. However, how permanent is this change? Most believe that services like Netflix are the future of television. But, not long ago, DVD had a similar rise, and then was quickly defeated by Netflix. In reality, “it is impossible to

gauge exactly what television will be in another decade or so” (Jenner 258). Is Netflix here to stay? Or will it simply be another fad, like DVD and Blu Ray, in this ever-changing digital society? This question also finds itself applicable in the live television industry. In recent years, we have seen the emergence of Sling TV, YouTube TV, and other online live TV subscription services. They developed as a response to the general unhappiness of consumers with their traditional cable services (Sorensen 382). Traditional cable services find themselves near a tipping a point; will they be able to respond and remain relevant? Or will online live television services follow the same path as Netflix, and disrupt and defeat legacy cable companies?



<https://www.businessinsider.com/more-money-on-streaming-services-than-dvd-blu-ray-charts-2018-1>

Works Cited

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