

# Digital Disruptors: The Global Competitive Landscape of Digital Streaming Services

July 2020

Table of Contents

## INTRODUCTION

Scope of the Digital Consumer

Key findings

## CURRENT STATE OF PLAY

Streaming services have become a major digital industry

North America, Asia lead global streaming service sales

Rise of digital streaming services coincide with decline in physical media

Streaming services see demand surge during pandemic

Despite diverse viewing devices, PCs remain dominant for sales

Media piracy remains relevant for the development of streaming services

Streaming landscape rapidly becoming more crowded

## GLOBAL PROFILES

Amazon Prime Video

Apple Music

Apple TV+

Disney+

Netflix

Spotify

StarzPlay

Twitch

## AMERICAS

Blim TV

Crave

Hulu

Peloton

## ASIA AND AUSTRALASIA

CatchPlay

Doonee

Hotstar

iWant

HOOQ

Joox

QQ Music

Stan

StarHub Go

Viu TV

Wavve

## EMEA

Aerovod

BluTV

CDA SA: CDA Premium

DAZN

lcflix

ivi.ru

Joyn

Molotov

Now TV

Rakuten TV

## PROSPECTS FOR DIGITAL STREAMING SERVICES

Challenges, opportunities ahead for digital streaming services

Connectivity limits a barrier to fast-growing streaming services

Competition, collaboration across media distribution to increase

New sectors launch streaming services

Streaming services also increasingly use different technologies

Digital streaming services likely to see further disruption

Challenges and opportunities ahead for digital streaming services

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/digital-disruptors-the-global-competitive-landscape-of-digital-streaming-services/report](http://www.euromonitor.com/digital-disruptors-the-global-competitive-landscape-of-digital-streaming-services/report).