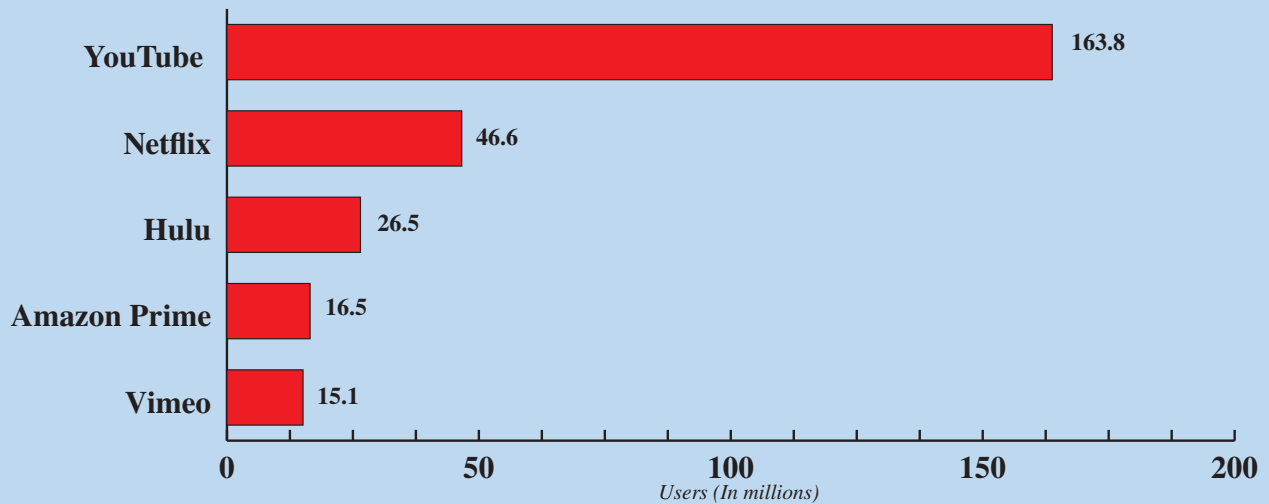


# A Battle for Eyes: Video Streaming Services in Entertainment

Beginning in the early 2010s the way that we view our favorite video programs and movies began to change rapidly. As cable television becomes more obsolete, dropping to about 65% of Americans paying for the service, the medium of video streaming through paid subscription has made way for a new future. The process has changed to a more fluid way of viewing content. Rather than a battle for ratings in a prime-time slot, it is now a war of content, with the ability to view fluidly at any time of the viewers choosing.

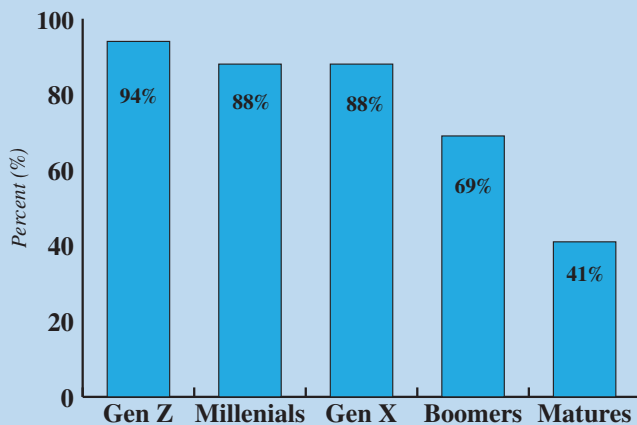
## LEADING VIDEO STREAMING PLATFORM BY MONTHLY USERS

Data captured in the US, as of September 2019.



## PERCENTAGE OF US CONSUMERS WITH AT LEAST ONE SUBSCRIPTION

Survey taken during COVID-19 pandemic (in US), by generation.



## SUBSCRIPTION VIDEO REVENUE

Data from US market only, from 2011-2019.

