WHAT'S THE STORY?

In the United States, consumers still enjoy watching TV shows and movies at home, but the entertainment landscape has changed in recent years.

Leading television networks and streaming platforms face a challenge in attracting and retaining new subscribers. Many streaming providers have seen reduced growth in SVOD penetration over the last five years and are assessing the strategies needed to attract and retain new subscribers.

In this climate, streaming providers need to consider:

- How to adapt their business models to the current economic conditions.
- Whether to focus on SVOD or free, ad-supported services.
- Whether to invest in TV shows, movies, or other content to attract new subscribers.
- How to use data to better understand consumer preferences and maximize the value of their content investments.

This report will walk you through key insights from Deloitte’s biennial 2022 Digital Media Trends survey, and what the future holds for the entertainment industry. It is a must-read for streaming providers who want to maintain growth, or perhaps even outpace the competition.

A KEY QUESTION FOR STREAMING PROVIDERS: HOW TO KEEP CONSUMERS ENGAGED—AND SUBSCRIBED.

Many consumers—especially younger ones—are experiencing choice overload and have become increasingly cost-conscious, willing to add and drop services to meet their evolving preferences.

But in many ways, the sea of choices in the entertainment landscape, led by younger generations, who generate toward highly scalable, user-generated content (video and gaming), has led to a rise in Generation Z and millennial entertainment choices.

As Gen Z and millennial entertainment choices are adopted across the globe, social and gaming experiences are shifting consumers away from traditional TV shows and movies.