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IMPACT OF STREAMING SERVICES ON TRADITIONAL BROADCAST TELEVISION

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ABSTRACT

This paper examines a holistic understanding of how streaming services have disrupted the traditional broadcast television landscape, with a focus on consumer preferences, industry revenue, content trends, and technological advancements. Utilizing secondary data sources, this paper explored the technological determinism theory as the theoretical ferment and foundation that underpinned this study. The study found out streaming services have disrupted traditional broadcast television by providing a more personalized, on-demand, and flexible viewing experience. The study also found out that they changed how content is created, distributed, and consumed, reshaping the entertainment industry landscape. The study found out that viewers prefer streaming services because of the ability to binge watch their favorite shows at once. Thus, the paper concluded that traditional broadcast television has faced challenges in retaining audiences and adapting to changing viewer preferences. The impact of streaming services on traditional broadcast television is undeniable, and the industry must continue to adapt to the evolving media landscape. By understanding changing viewer preferences, embracing innovation, and redefining strategies, traditional television networks can remain relevant and competitive in an era dominated by streaming. The study thus recommended that traditional networks should invest in creating compelling original content to compete with streaming services.

Keywords: impact, streaming services, consumer preferences, traditional broadcast television.

INTRODUCTION

With the current rate of technological advancement, major shifts occur constantly in the marketplace. Now is the time for small businesses with creative concepts to shake up the industry and gain over consumers with their brand-new products. The rising growing popularity of the web is one of the primary factors that these developments are now possible (Kotler et al., 2020). With greater reach, communication and information exchange have completely transformed from earlier. Kotler (2020) asserts that as more people become technologically linked to one another, businesses will feel more pressure than ever to adapt and launch new goods and services in response to consumer demand.

In the last couple of years, there have been significant changes in how people consume media. Consumption of media on digital streaming platforms has increased rapidly while usage on traditional channels has decreased (MRPT, 2020). Additionally, to radio and newspaper reading, which have been supplanted by digital alternatives including podcasts, social media, and digital news websites, consumption of TV has decreased as well. Streaming platforms have changed the way we enjoy entertainment over the past ten years. To view our favorite TV series and movies, we are no longer restricted to traditional TV channels or cable companies. Instead, we now have instant access to a massive collection of content from the comfort of our own homes.

With the advent of new streaming services and internet-TV firms, the sector's predominance of traditional television networks as a platform for providing entertainment programming started to erode (Enli&Syvertsen, 2016). What will happen to the TV industry, especially traditional TV, in the future? was a question raised by academics like Katz (2009). On the one hand, Katz (2009) argued that the 1960s and 1970s period of very few-channel TV has come to an end. The author, however, argued that television is still popular and has developed into a medium with a wide range of channels and viewing opportunities.

According to Moncada (2023), the rise of streaming services has transformed the way we consume media and entertainment. The advent of platforms like Netflix, Amazon Prime Video, Hulu, Disney+, and others has revolutionized the entertainment industry, causing a seismic shift in the consumption patterns of audiences worldwide. Traditional broadcast television, once the primary source of entertainment for households, has faced significant challenges in the wake of the streaming revolution. The allure of on-demand content, personalized viewing experiences, and the freedom to watch anytime and anywhere has captured the hearts of millions of viewers, leading them away from scheduled programming on television networks (Osur, 2016).

The rise of streaming services has led to a decline in traditional broadcast television viewership, resulting in reduced advertising revenue for television networks (Vanessa, 2023). As audiences shift towards on-demand streaming platforms, advertisers are faced with the challenge of reaching their target demographics through alternative means. According to Burman (2023), streaming platforms are investing heavily in producing original content and acquiring exclusive rights to popular TV shows and movies. This has created challenges for traditional broadcasters who may struggle to secure rights to compelling content, leading to a potential dearth of attractive programming for their viewers (Verma, 2021). While streaming services have enabled global access to entertainment, not all regions or populations have equal access to high-speed internet and affordable streaming platforms. Afzal et al (2023) noted that digital divide may exacerbate disparities in media consumption and entertainment opportunities, raising questions about equitable access to content.

Addressing these problems requires collaboration and innovation within the broadcast television industry. Traditional broadcasters must embrace digital transformation, explore new revenue models, and leverage technology to stay relevant in an increasingly streaming-dominated media landscape. The objectives of this study are to gain a holistic understanding of how streaming services have disrupted the traditional broadcast television landscape, with a focus on consumer preferences, industry revenue, content trends, and technological advancements. Within this framework, the impact of streaming services on traditional broadcast television was examined.

LITERATURE REVIEW

Streaming Services

Awati (2022) defined a streaming service as an online platform that delivers digital multimedia content, such as movies, TV shows, music, podcasts, or live events, directly to users over the internet. Unlike traditional broadcasting methods that require downloading the entire file before playback, streaming allows users to access and view or listen to the content in real-time without having to store it on their devices (Awati, 2022). According to Sayood (2018), the content is transmitted in small packets, which are temporarily stored in a buffer on the user's device. As the data is received, it is continuously played back, providing a seamless and uninterrupted viewing or listening experience.

Streaming services have become increasingly popular in recent years due to their convenience, accessibility, and the wide variety of content they offer (Spilker&Colbjørnsen, 2020). Users can access these services on various devices, such as smartphones, tablets, computers, smart TVs, and gaming consoles, as long as they have an internet connection. Some well-known examples of streaming services include Netflix, Amazon Prime Video, Hulu, Disney+, Spotify, Apple Music, and YouTube. These platforms typically require a subscription fee to access their content libraries, although some may offer free ad-supported options or allow users to rent or purchase individual titles.

Since the multimedia content must be acquired from a remote site and then delivered to a user's local machine with a minimum of lag or latency (delay), streaming typically needs a dependable, rapid internet connection. The viewer's viewing encounter is impacted by a sluggish network since it reduces the rate at which the content is delivered (Awati, 2022). To gain entry to and watch media files on their local computers, viewers must register with a streaming service. Additionally, they must have a speaker capable of reproducing incoming streaming sound with sufficient quality and simplicity, as well as a monitor that is appropriate and has a density high enough to enable incoming streaming video (Awati, 2022).

Various streaming services

1. Netflix-Netflix was introduced on January 16, 2007. With 238.39 million paying subscribers across more than 190 countries, it is the most widely used subscription-based video streaming service. Netflix is the most widely used streaming entertainment service in the globe with subscription plans. TV series, documentaries, movies, and mobile games are all available to subscribers in a variety of genres and languages. Every time, on any device with Internet connectivity, members get limitless access to watch. Users are free to play, stop, and resume watching at any time without disruption or commitments. One of the industry's early adopters, Netflix now has a sizable international presence.

2. Amazon Prime Video-On September 7, 2006, the American subscription video on-demand over-the-top streaming and rental service Amazon Prime Video was launched. It is a stand-alone service or a perk of Amazon Prime membership. Aside from content produced by Amazon Studios and MGM Holdings or content that has been licensed to Amazon as Amazon Originals, the service also provides content from outside sources, content add-ons, live sporting events, video rental and purchase choices, and movies and television shows. It's possible that using the program, which is accessible

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everywhere, requires a full Prime subscription. The service can be used in countries like the United States, United Kingdom, and Germany without a full Prime subscription, but only through a dedicated website in Australia, Canada, France, India, Turkey, and Italy.

3. Disney+: The Disney Entertainment division of The Walt Disney Company owns and runs Disney+, an American subscription-based over-the-top streaming service. The service primarily streams films and TV shows produced by The Walt Disney Studios and Walt Disney Television, with specialty content centers for the brands Disney, Pixar, Marvel, Star Wars, National Geographic, and Star in various areas. A large collection of Disney-owned content, featuring well-known properties like Marvel and Star Wars, was available on Disney+ when it began in late 2019. As a result, it immediately garnered popularity. It garnered positive acclaim for its content repository after its inception, but it also drew criticism for technical problems and missing content. The alterations that were made to films and television shows attracted media notice as well. As of April 1, 2023, there are 157.8 million customers to the service worldwide.

4. Hulu- Hulu is U.S. paid streaming service that is largely owned by The Walt Disney Company, with Comcast's NBC Universal having a minority share that is up for sale to Disney, making Hulu a Disney subsidiary that is entirely owned. It debuted on October 29, 2007, and provides a selection of movies and TV shows from companies like 20th Century companies, Searchlight Pictures, Disney Television Studios, ABC, Freeform, and FX Networks, among others, in addition to Hulu original programming. Hulu, which mostly serves Americans, provides a combination of live TV streaming and on-demand content. Hulu had 48.2 million total members in the US as of April 1, 2023. Hulu made its one and only international expansion in 2011 when it began offering services in Japan.

5. HBO Max- Max (formerly HBO Max and still such outside the United States) is an American subscription video on-demand over-the-top streaming service. It belongs to a division of Warner Bros. Discovery (WBD), called Warner Bros. Discovery Global Streaming & Interactive Entertainment. The service delivers material from the archives of Warner Bros., Discovery Channel, HBO, CNN, Cartoon Network, Adult Swim, Animal Planet, Eurosport, and other affiliated brands. It was first introduced (as HBO Max) in the United States on May 27, 2020. Additionally, the service offers first-run original programming under the "Max Originals" label, programming from the HBO pay television service, and content obtained through either co-production agreements (such as those with BBC Studios and Sesame Workshop) or third-party library deals (such as those with film studios for pay television rights).At the end of Q1 2022, HBO and HBO Max had 76.8 million global subscribers.

6. Apple TV+- Apple Inc. owns and runs Apple TV+, a paid streaming service available in the United States. It debuted on November 1, 2019, and it provides a variety of original movies and TV shows under the name Apple Originals. The platform was unveiled at the Apple Special Event in March 2019, which featured performers from Apple TV+ shows on stage, including Steven Spielberg, Oprah Winfrey, and Jennifer Aniston. Early in 2020, Apple TV+ experienced subpar growth and few subscribers in comparison to rival offerings. In an effort to remain competitive with competing services, draw and

keep viewers for its original content, and turn service-trialing customers into subscribers, Apple started licensing older television shows and movies in the middle of that year. Apple TV+ is Apple's streaming service focusing on original content. As of May 2021, it was estimated to have 33.6 million subscribers.

7. YouTube Premium - YouTube Premium (formerly Music Key and YouTube Red) is a subscription service offered by the American video platform YouTube. The platform offers no advertising to all of the service's content, as well as premium YouTube Originals programming created in collaboration with the site's creators, the ability to download videos and play them in the background on mobile devices, and access to YouTube Music, a music streaming service. On November 14, 2014, the service was first introduced as Music Key, providing ad-free streaming of music videos from participating labels on YouTube and Google Play Music. On October 31, 2015, the service was redesigned and relaunched as YouTube Red, extending its scope to provide ad-free access to all YouTube videos rather than only music. Access to unique original content is provided along with an ad-free experience on YouTube Premium. As of September 2022, it had over 80 million subscribers globally.

Traditional Broadcast Television

According to Wikipedia (2023), broadcast television refers to the conventional way of broadcasting television content via airwaves by utilizing radio frequency signals. Since the invention of television, this system has been in use. Broadcast television entails transmitting signals from a central place, such as a TV station, to numerous receivers (TV sets), all located within a given geographical region. The term "traditional broadcast television" refers to the conventional approach to broadcasting television content to a large audience. It entails delivering broadcasting station signals that television antennae on viewers' televisions pick up (Brain, 2006). This form of television distribution has been around for a long time and has had a big impact on communication and culture around the world.

Key features of traditional broadcast television include:

- Over-the-Air Transmission: Broadcast television signals are broadcast over the air, making them accessible to anybody with a connected television and antenna.
- Limited Channels: The range of frequencies that is accessible and the technological abilities of the media system in use place a limit on the variety of channels that can be used for traditional broadcast television.
- Scheduled Programming: Television networks develop schedules that specify the air dates for particular programs, films, newscasts, and other types of content. To watch the shows they want, viewers must tune in at the designated time.
- One-Way Communication: Conventional broadcast television functions as a one-way medium. Although viewers can watch the content, they rarely engage with it. Usually, feedback comes in the form of questionnaires and viewer ratings.
- Local and National Channels: Broadcast television includes both local stations that serve a specific geographical area and national networks that have a broader reach. Local channels often provide news, weather updates, and community-specific programming.
- Analog and Digital Transition: In numerous regions worldwide, television broadcasting has made the switch from analog to digital technology. Higher-quality

audio and video are possible with digital transmission, and several subchannels may be possible on a single frequency.

The media landscape has changed dramatically as a result of the growth of cable and satellite television, streaming services, and the internet, even if traditional broadcast television is still widely used in many areas. When it comes to consuming information, watching on-demand entertainment, and engaging with others, these new platforms provide more options. As a result, maintaining viewers and adjusting to shifting audience tastes have been difficult for traditional broadcast television.

Empirical Review

Evens, Henderickx& Conradie (2023) examined Technological affordances of video streaming platforms: Why people prefer video streaming platforms over television. The emphasizes on the features of these platforms that encourage particular usage and meet social and psychological needs, such as tailored recommendations and simple interfaces. The study draws on the MAIN paradigm, which contends that four affordances—Modality, Agency, Interactivity, and Navigability—are essential to digital media technology and was done on 25–50-year-olds in Belgium. This affordance-based measurement aids in comprehending how new audiovisual consumption habits are shaped by video streaming technology and how it improves viewing experiences outside of traditional television. By discussing platform-oriented gratifications of video streaming platforms, the study fills a vacuum in the literature. Also, Pandit (2020) looked at the rise of Over the Top (OTT) players in the media sector, streaming has gained popularity as a source of news and entertainment in India. With a monthly gain of 3.8%, the number of broadband subscribers in the nation grew to 511.90 million in November 2018. India has more affordable internet tariffs than other South Asian nations, which leads to higher data use. According to FICCI and E&Y 2018, in the last two years, Indians have spent 85% more time on video applications. This shows that the Indian public is receptive to the material on mobile data-based visual platforms. India is now the second-largest creator of internet video content behind the United States. Content providers are creating more content to keep users interested in these platforms. Transnational OTT service providers like Netflix and Amazon Prime are estimated to generate a market share of $823 million.

According to Kaur & Ashfaq (2023), online video streaming services have taken off globally. Video on demand service providers like Netflix, Amazon Prime, Hulu, and Disney Hotstar, to mention a few, are now taking the place of more conventional forms of media like television. The broadcasting and television industries today face a major threat from these service providers. As these platforms offer top-notch original productions at the convenience of the customer's home, the demand for traditional television programming is dwindling. Through the use of both primary and secondary data sources, the influence of streaming services, particularly Netflix, on viewer behavior and media consumption has been examined. While secondary data sources include studies and publications by media research companies and industry analysts, primary data sources include surveys with users of OTT platforms. A thorough understanding of the changes brought on by streaming services is provided by this mix of data sources. The research of both primary and secondary data reveals the migration from linear television to on-demand viewing, the increase in binge-watching, and the rise in diversity of material as a result of original programming. The data demonstrates that

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consumers now find new series and movies more easily thanks to personalized recommendations. Overall, the evidence is consistent with the claim that streaming services have changed how individuals interact with and consume media.

Theoretical Framework

Technological determinism theory serves as the theoretical foundation for this study. Technological determinism theory, propounded by Marshall McLuhan in 1962 is a theory that suggests that technological advancements drive and shape social, cultural, and economic change. In the context of the impact of streaming services on traditional broadcast television, technological determinism theory could be applied to understand how the emergence and widespread adoption of streaming platforms have influenced the landscape of television consumption and production (Masand, 2023). Streaming services, with their on-demand content and personalized viewing experiences, have led to a shift in how people consume television content. According to Wikipedia (2023), traditional broadcast television followed a scheduled programming model, while streaming allows users to watch content whenever and wherever they want. This shift can be attributed to the technological affordances of streaming platforms, which prioritize individual choice and convenience.

According to Kolawole (2023), the rise of streaming services has disrupted the dominance of traditional broadcast television networks. Technological determinism suggests that the availability of new technologies (streaming platforms) can challenge and replace existing technologies (broadcast television) if they offer better and more efficient solutions to users' needs. Streaming services have changed the dynamics of content creation and distribution (CDNetworks, 2016). According to Udomisor (2013), the traditional television industry often involved a hierarchical structure with a limited number of networks controlling what content gets produced and broadcast. Streaming platforms have enabled a wider range of content creators to produce and distribute their work, leading to more diverse programming and democratization of content creation.

It's important to note that technological determinism is just one theoretical lens to understand the impact of streaming services on traditional broadcast television. Other factors, such as social, cultural, and economic contexts, also play significant roles in shaping these changes. The interplay between technological advancements and human agency is complex, and the actual impact can be influenced by a multitude of factors beyond technology itself.

METHODOLOGY OF STUDY

Secondary data was used to gather the materials used in this study. Sources from research conducted by other scholars and newspaper publications were used.

The rise of streaming services versus the viewership of traditional broadcast television

Over the past ten years, the popularity of streaming services has had a major effect on how many people watch traditional broadcast television. According to Masand (2023), streaming services give users more freedom over what, when, and how they watch content. Henderson (2023) claims that viewers can choose to watch movies and television episodes whenever it is most convenient for them thanks to streaming services that offer on-demand access to material. Traditional broadcast television, which adheres to a set schedule, is in contrast to this. Audiences who wish to consume content without being constrained by set air times have been drawn in by this freedom. Additionally, streaming services have made significant investments in creating their own unique content (Irwin-Hunt, 2023). This has resulted in the production of top-notch shows and films that aren't offered on conventional television. Numerous viewers have switched away from traditional broadcasts as a result of their lack of attractive unique material.

The availability of entire seasons of TV shows at once on streaming platforms like Netflix and Amazon Prime Video promotes binge-watching. The ability to watch numerous episodes in one sitting has altered the way people consume content. Traditional television, in contrast, produces new episodes every week. In order to monitor viewer preferences and provide tailored recommendations, streaming services use algorithms. This improves the watching experience by making recommendations for material that suit individual preferences. Traditional television, according to Zimmerman et al. (2004), does not offer this level of customization. In contrast to traditional television, which has a lot of ads, several streaming services provide ad-free or limited-ad viewing alternatives. Viewers who want uninterrupted viewing will find this appealing.

Traditional television viewership has decreased as a result of the growth of streaming services (Masand, 2023). Traditional networks have had to adjust as a result, either by making their material available on streaming platforms, developing their own streaming services, or revising their programming strategy.

Although the traditional television paradigm has been impacted by streaming services, it's vital to remember that both formats still persist (Aggarwal et al., 2021). For live events, news, and specific programming, traditional television is still useful. As networks, cable companies, and streaming platforms manage these developments and adjust to altering consumer tastes, the industry continues to develop.

Trends in consumer preferences for streaming services and traditional broadcast television
Due to the growth of digital platforms and shifting consumer preferences in the past few years, the traditional television and streaming video industries have undergone tremendous transformation. The majority of consumers now primarily consume video content through streaming platforms. The popularity of streaming services like Netflix, Hulu, Amazon Prime Video, Disney+, and others has significantly increased. The ease of on-demand entertainment and the freedom to watch programs and films at their own leisure have captivated consumers. Their attractiveness has also been enhanced by the availability of original content created by these platforms.

Users are increasingly canceling their traditional cable or satellite TV subscriptions in favor of streaming alternatives, a practice known as "cord-cutting." The popularity of traditional TV has decreased as a result of high prices, protracted contracts, and the accessibility of more individualized programming via streaming. Golbeck (2013) asserts that streaming services excel at making tailored content recommendations based on previous viewing habits. By offering shows and movies that match individual preferences, this personalization improves the user experience and, as a result, keeps viewers interested for longer.

Streaming providers have made significant investments in creating original content, such as TV shows, films, documentaries, and other types of media. This strategy has received favorable reviews and drawn subscribers who are looking for unique programming not available on traditional TV. The binge-watching trend has gained popularity because to streaming services that enable people to watch full seasons of TV shows in a single sitting (Lüthje, 2023). This has affected how content is created and disseminated, as well as how it is consumed. Although streaming services provide a vast range of content, the proliferation of platforms has caused competition in the media industry. O'Brien (2022) asserts that users may require numerous subscriptions, which might increase the cost, in order to get their preferred television series and motion pictures.

Regional variations in the impact of streaming services on broadcast television

Regional variation, according to Nordquist (2009), is the contrast or difference between multiple aspects of culture, language, behavior, or other traits among diverse geographic areas or regions. These differences may be brought about by historical, environmental, social, economic, or political forces that have shaped the evolution of distinctive identities, customs, and attributes in various places. Depending on regional aspects including culture, infrastructure, prevailing financial circumstances, and legal frameworks, the effect of streaming services on broadcast television may differ dramatically from region to region.

In every part of the world, streaming services have had a significant impact on traditional broadcast television (Masand, 2023). The creation and uptake of streaming services like Netflix, Hulu, and Amazon Prime Video have been concentrated in the areas. The number of people watching traditional TV has decreased as a result of many people "cutting the cord" and switching to streaming services. Consumer preference for on-demand streaming entertainment has led to a fall in cable and satellite TV subscriptions (Spangler, 2023). Lotz et al. (2018) stressed that due to different levels of internet facilities content accessibility, and linguistic variety, the influence of streaming on broadcast television varies across European countries. Streaming services have become increasingly common in Western European nations with access to the internet, which has caused a move away from traditional TV (Spilker&Colbjrnsen, 2020). However, traditional television may still be dominant in areas with less developed internet connectivity. Due to varied levels of internet infrastructure, price, and content accessibility, streaming services have difficulties throughout Africa. Despite the existence of websites like Netflix and YouTube, traditional TV still dominates in many regions. The widespread use of smartphones could lead to a rise in popularity for mobile-based streaming.

Government policies and social norms also influence how streaming services are perceived, according to Vlassis (2023). Foreign content may be subject to limitations in some nations, which could limit the accessibility of global streaming services. Local content regulations can also affect the popularity of domestic programming on traditional TV and streaming services. While streaming services have generally affected traditional broadcast television, the degree of this disruption varies greatly among regions due to differences in infrastructure, economic situations, cultural norms, and technology uptake.

The Future of Streaming: How Streaming Services are changing the Entertainment Industry

The future of streaming holds significant potential to reshape the entertainment industry in numerous ways. The production, distribution, and consumption of material are currently undergoing profound changes as a result of streaming services, and these patterns are likely to persist and develop significantly (Naveed et al., 2017). In the last decade, streaming services have dominated the entertainment sector. It's difficult to picture a future without streaming platforms like Netflix, Disney+, and Hulu because they have become household brands. These services have altered the way we consume entertainment, and the industry has been significantly impacted.

Since their inception, streaming services have advanced significantly. Before switching to streaming in 2007, Netflix, the first streaming service, was a business that rented DVDs via mail. Since then, a lot of other streaming services have come into existence including Disney+, Hulu, and Amazon Prime Video. A sizable population has flocked to these sites; Netflix alone has more than 208 million global customers. According to Moncada (2023), the emergence of streaming services has transformed how we enjoy entertainment and increased accessibility like never before.

The way we enjoy entertainment has changed as a result of streaming services. Audiences were restricted to the entertainment that was accessible at a certain time with traditional cable and satellite TV. On-demand material, however, which streaming services have provided enables users to watch what they want, when they want. With streaming providers proposing content based on an individual's tastes, customized streaming experiences have also become commonplace (Staff, 2023). Due to this, more and more individuals are cutting the cord and choosing streaming services over traditional cable and satellite TV.

Traditional media has been significantly impacted by the growth of streaming services. The number of people who subscribe to cable and satellite TV has been declining, and the movie and television industries have had to adjust to the new environment (Moncada, 2023). The way TV episodes and movies are created and released has also altered as a result of streaming platforms. Traditional studios and networks are facing more competition than ever before as streaming services start to produce their own content (Cho, 2020). However, streaming platforms have also given creators fresh possibilities and made it simpler for individuals to be acknowledged.

The future of streaming looks bright. Moncada (2023) predicts that as more consumers cut the cord and switch to streaming services instead of traditional cable and satellite TV, the market for streaming services will continue to expand. Future predictions for streaming include technological developments that will improve the viewing experience, such 5G and virtual reality. Streaming services are also anticipated to keep creating original content, with a focus on various viewpoints and voices. According to Cezim (2023), streaming services will continue to have an immense effect on the entertainment market as a whole, and we may anticipate additional changes in the way we consume entertainment. The entertainment sector has undergone a significant transformation thanks to streaming services. Streaming services have made a big difference in how entertainment is created, consumed, and delivered. With promises of technological breakthroughs and a focus on various viewpoints and opinions, the future of streaming appears promising. We can anticipate more developments in the entertainment sector as streaming services continue to gain popularity (Moncada, 2023). The streaming market and the entertainment sector as a whole are experiencing exciting times.

CONCLUSION AND RECOMMENDATIONS

The rise of streaming services has had a profound impact on traditional broadcast television. This impact can be observed in various aspects, ranging from viewership patterns and content consumption to advertising models and industry dynamics. Streaming services have disrupted the traditional television landscape by offering greater convenience, personalized content, and flexibility to viewers. As a result, traditional broadcast television has faced challenges in retaining audiences and adapting to changing viewer preferences. The impact of streaming services on traditional broadcast television is undeniable, and the industry must continue to adapt to the evolving media landscape. By understanding changing viewer preferences, embracing innovation, and redefining strategies, traditional television networks can remain relevant and competitive in an era dominated by streaming.

It is recommended that:

1. Traditional broadcast television networks could consider hybrid models that combine live programming with on-demand options, providing viewers with greater flexibility while maintaining the excitement of live events.
2. Traditional networks should invest in creating compelling original content to compete with streaming services. Quality content remains a significant draw for audiences.
3. To counter the ad-free experience of streaming services, traditional television should focus on delivering relevant and non-intrusive advertisements that cater to viewer interests.

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