

INTRO	INTRO
<ol style="list-style-type: none"> 1. Image: Amateur football match 2. Image: War 3. SpaceX ship with HBO Max logo 4. Credit card with a bullet 	<p style="text-align: center;">Host:</p> <p>Over the last couple of years, competition among streaming services stopped being a friendly match of football among friends who do not know much about the sport to become more of a deadly World War 3 between companies that are constantly trying to gain world domination. And perhaps even universal domination, 'cause who knows if HBO Max ends up partnering with SpaceX?</p> <p>As streaming wars progress, content becomes more and more divided into smaller segments that cost consumers more. In simpler words: my credit card is taking more bullets than usual and I should probably get a raise.</p> <p style="text-align: center;">Voice (off-camera) Hell no.</p> <p style="text-align: center;">Host</p> <p>Well, I had to try. Anyways, if you want to catch up with the latest of the streaming wars, don't worry, you don't have to purchase ten different services to watch this episode. This is (name of the channel). Brought to you by Gema Consult!</p>
EPISODE	EPISODE
<ol style="list-style-type: none"> 5. Screenshot: Cable TV 6. Screenshot: Report 7. Image: The Apprentice 8. Screenshot: TubiTV 	<p>The world of streaming services is experiencing a huge boost. Cable TV subscriptions declined globally by 2%, while streaming services increased by 26% in 2020 according to the Motion Picture Association's annual Theme report. Or so says Wikipedia.</p> <p>Not gonna pretend all my sources are top notch since my mother raised a lazy son, but not a liar!</p> <p>This subscription boost is so big that 55% of U.S. adults said that they watched more films and television shows through digital platforms</p>

<p>9. Image: Death Note live action</p> <p>10. Image: Logos of Hulu, HBO Max, Amazon Prime, Disney Plus, CBS All Access, and Peacock as they appear.</p> <p>11. Image of an embarrassed kid 12. Image of a gym teacher</p> <p>13. Screenshot: Netflix's market share 14. Screenshot: Disney to beat Netflix</p>	<p>last year, which makes sense because millions of people are watching reruns of The Apprentice... A show that's also available to stream for free on... Tubi TV? What the hell is Tubi T---nevermind, I'll just pay for it.</p> <p>Ugh!. Do you remember those simpler times when Netflix was our only option to watch almost all the entertainment we needed in a single place? Netflix's only true competitor were its own shitty movies. Yes, Ms. and Mr. Netflix, I'm talking about Death Note. The American one.</p> <p>And despite movies like that one, it felt like paradise. But even a kid eating an ice cream knows paradise does not last forever. Ice cream eventually turns into pimples and Netflix turns into TOO MANY OPTIONS. Hulu, HBO Max, Amazon Prime, Disney Plus, Quibi, Showtime, Peacock, Peas & Cocks, actually that one doesn't exist or I think it does not. Still, I'm not gonna risk googling it.</p> <p>Okay, so! These new services appeared, and the world of streaming competition, like my high school reputation after calling my teacher "mom", changed forever. And with all reason, it was, after all, the gym teacher...</p> <p>In the fourth quarter of 2019, Netflix accounted for 40% of the streaming market, while at the end of 2020 its domain shrank to 34%. Some analysts even predict that Disney Plus will beat Netflix's dominance in 2026, reaching 294 million global subscribers. Who's the loser here, when those companies are making billions? As we said in the intro of this video, it could be us.</p> <p>On one hand, we're getting a lot of new, amazing content on each platform. But at the same time, content is being distributed across platforms, costing more and more money for the people who want to gain access to it. Wanna watch Marvel movies? Pay Disney Plus. Wanna watch Fleabag? Get</p>
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- 15. Image: Marvel movies
- 16. Image: Fleabag
- 17. Image: Friends

- 18. Image: [Disney](#)

Amazon Prime. Wanna watch "Friends"? Seriously? Again? You gotta learn how to move on.

The key point is that as much as streaming platforms keep growing, we must be aware of the fact that they might be losing the very same thing that made them stand out from cable: accessibility. If the path continues, maybe in a couple years everyone would have to pay the streaming service of every single producer company? When will this turn into an overcrowded market?

As I told my partner after he/she asked if I'd ever consider becoming a swinger: "I don't have the answer, but it's interesting to think about the possible scenarios". The streaming wars are just beginning and if you don't have the money to pay ammunition or kevlar... I suggest taking cover. Maybe even behind your regular cable TV.

That's all! Thanks for listening!