

# STREAMING INDUSTRY TRENDS: INSIGHTS AND OUTLOOK FOR 2025

Key Findings from **Streamers**, **Local Broadcasters** and **Platforms**

## INTRO

This report uncovers the key insights and emerging trends shaping the future of the streaming industry, drawn directly from survey responses of **72 executives among streamers, local broadcasters, and platform representatives across the US and Europe**. Their perspectives provide a comprehensive view of the industry's direction as we look ahead to 2025.

This infographic highlights feedback from 3 key topics of the 10 explored in our survey.

## TOPIC

REGULATORY CHALLENGES IN MEDIA PROMINENCE

Deal Promotions

Rise in FAST

BEST OPERATING SYSTEMS

AI Usage in Streaming

RISE IN SPORTS STREAMING

Layoffs & Restructuring  
AD-SUPPORTED STREAMING

**BUNDLING**

</>>> WHAT WILL HAVE THE GREATEST IMPACT IN 2025 <<</>

The remaining topics will be revealed in our 2025 guide, offering deeper insights into: Deal Promotions, Layoffs & Restructuring, AI Usage in Streaming, Ad-Supported Streaming, the Rise in Sports Streaming, Best Operating Systems, and What Will Have the Greatest Impact in 2025.

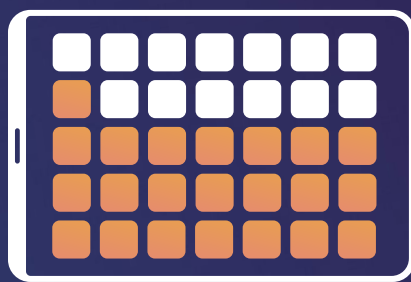
## BUNDLING

In 2024, six new U.S. entertainment bundles launched, highlighting the rise of content bundling (e.g., Disney+, Hulu, Max). How far will this trend go in the next five years?

# 1

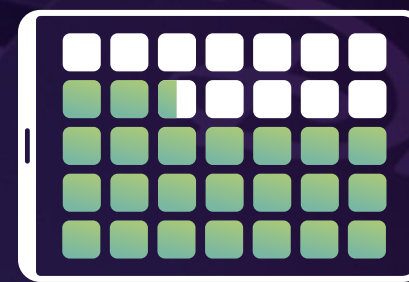
**Streamers**

63%



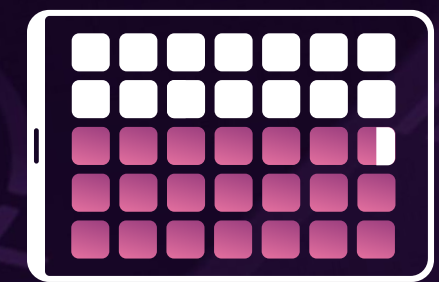
**Platforms**

67%



**Broadcasters**

59%



MORE CROSS-INDUSTRY BUNDLES (STREAMING, MUSIC, RETAIL) ARE EXPECTED TO ENHANCE CONVENIENCE AND LOYALTY.

## RISE IN FAST

# 2

With Free Ad-Supported TV (FAST) thriving in the U.S., will it see similar growth globally, given regional differences in preferences and media landscapes?

**Streamers**

53%



**Platforms**

40%



**Broadcasters**

81%



SELECTIVE REGIONAL GROWTH: FAST WILL EXPAND WHERE FREE CONTENT ALIGNS WITH LOCAL TASTES.

## REGULATORY CHALLENGES IN MEDIA PROMINENCE

# 3

With streaming services dominating, are local broadcasters fairly represented on digital platforms in terms of visibility, overall competitiveness and revenue share?

50%

**Streamers**

Neutral – There's a balance, but neither local broadcasters nor global platforms dominate

80%

**Platforms**

Somewhat unfairly – Local broadcasters are often left in the shadow of global platforms

60%

**Broadcasters**

Very unfairly – Local broadcasters are consistently sidelined by digital platforms

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BEST CONTENT MANAGEMENT INNOVATION IN A SAAS PRODUCT



AWARD 2023 WINNER  
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