

Cultural Daily

Independent Voices, New Perspectives

How Streaming Has Impacted Movie-Making

Our Friends · Monday, September 7th, 2020

The first live streaming was an ESPN SportsZone live radio broadcast of the Seattle Mariners versus New York Yankees baseball game in 1995 that attracted thousands of subscribers. Its 20 years down the lane, and the industry and come a long way.

With the COVID-19 pandemic keeping everyone stuck at home with less to do, most people spend all their time streaming movies and videos. The whole stay at home condition is sad news for several businesses, but for streaming services they have found a way to profit and are beginning to see massive growth.

Now that the cinemas are also on lockdown, most people are starting to prefer committing to subscription plans like Netflix, Amazon Prime, and Hulu for entertainment.

Research suggests that regular cable and premium television companies are also starting to compete with these streaming services for viewers. It's understandable due to the high-priced cable bills, compared to the emergence of streaming original contents.

Is streaming good for the Movie-Making Industry?

It's not surprising how streaming is starting to impact several industries. Even the sales of smart technology are driven up as the demands of streaming services increases. But the question on most people's want answers to is if the streaming is doing any good for the movie-making industry.

There are now options of streaming providers to pick from, not only [Netflix and Amazon Prime](#); some go for Hulu, iPlayers, Youtube Tv, and other choices. However, most people would prefer to select the providers that offer services with the most comprehensive packages, where they can squeeze the most of what they paid for.

With services like Netflix, you only need to pay a few charges per month to get access to thousands of movies. Compare this fee to what you spend on a regular for a single new release. Not all the payment goes to the company in charge of the movie but compared to what streaming providers charge, you get more. It's also not surprising that even before the hit from the pandemic, studies show that DVD sales have been dropping as online streaming services rises.

Now with this, a pretty simple conclusion would be to say that means less income for the big studios. Well, it can't be valid for the mega-budget movie-makers with ready cash always floating around, and losing the clear vision of creativity. Some of these big names aim more towards profit-

making and are starting to lack values of artistic integrity and compelling storytelling to their movies.

Gladly, the few cutbacks on these big money studios plus the accessible nature of streaming open ways for the smaller and independent production companies to have some thriving grounds.

Streaming services have given consumers the power of choice to do away with some of the movies imposed on them. Now, the viewers get open access to several outstanding films that may not have gotten the chance to see the light of day.

Over the last decade, people's tastes in movies have developed; minds are now more open. Consumers have their choice of niche categories, which these streaming services tend to give options. With the freedom to view the subgenres of their tastes, anytime and pretty much anywhere they are at a small pay, viewers are no longer feel forced.

So now, for a simple answer, streaming has in no way ruined in the movie industry. It has instead increased the reach of these Companies. Even Hollywood studios like Warner Bros. Entertainment, Universal Pictures, Paramount Pictures, Sony Pictures Entertainment, and the likes have experienced limited market power. Streaming has given these companies a chance to dominate.

Impacting Movie-Making

Streaming services have impacted several industries, especially the movie-makers industry. In a practical sense, they put movie contents right in front of the users for easy marketing. Even films from small studios are brought to the customers through means services like Netflix and iPlayers.

The idea behind these streaming companies is to create an avenue for users to conveniently personalize their content, and tailor their views to only what relates to them. The results and outcomes of this innovation show that people prefer products that are easy to use and adaptable to fit their preferences.

In every way, they stand as a competitor with traditional TV. Before now, these TV companies were the main boosters to attract users to existing shows that are airing. However, since the arrival of these streaming services that create their contents, the competition has been on the rise. Since viewers can only watch so many things, they now prefer streaming than watching traditional shows on network TV.

All these changes have forced the movie-making industries to adjust their operation and content in a way that keeps up with the streaming companies.

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This entry was posted on Monday, September 7th, 2020 at 1:18 pm and is filed under [Film](#), [TV](#), [Lifestyle](#), [Sponsored](#)

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