

An Industry Transformed

2020 was a transformative year for the Film & TV industry.

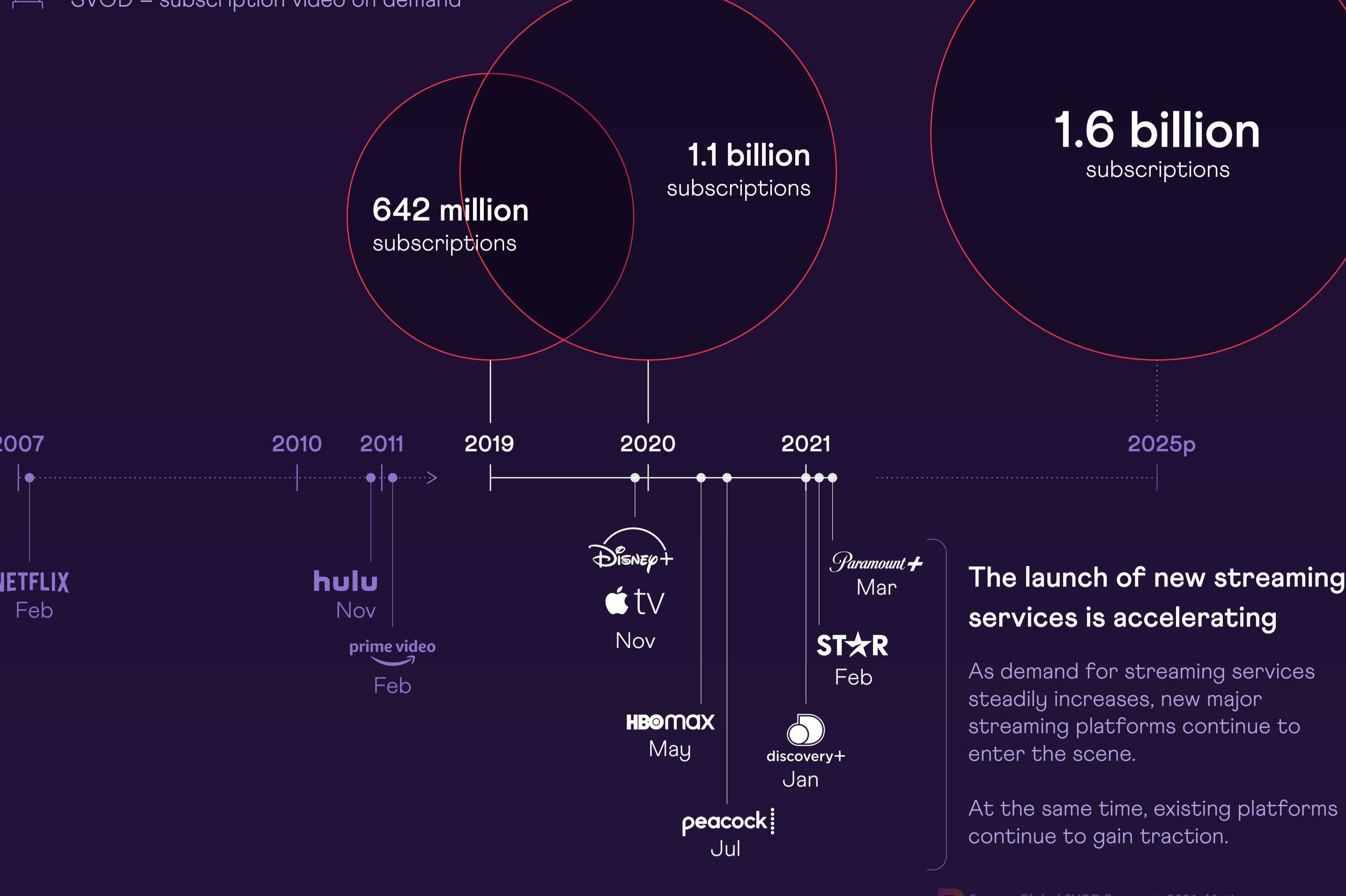
With big changes in the industry, including a recent wave of media mergers, even more growth is on the horizon.

Amidst the global pandemic, audience demand, production spending, and TV budgets reached all-time highs.

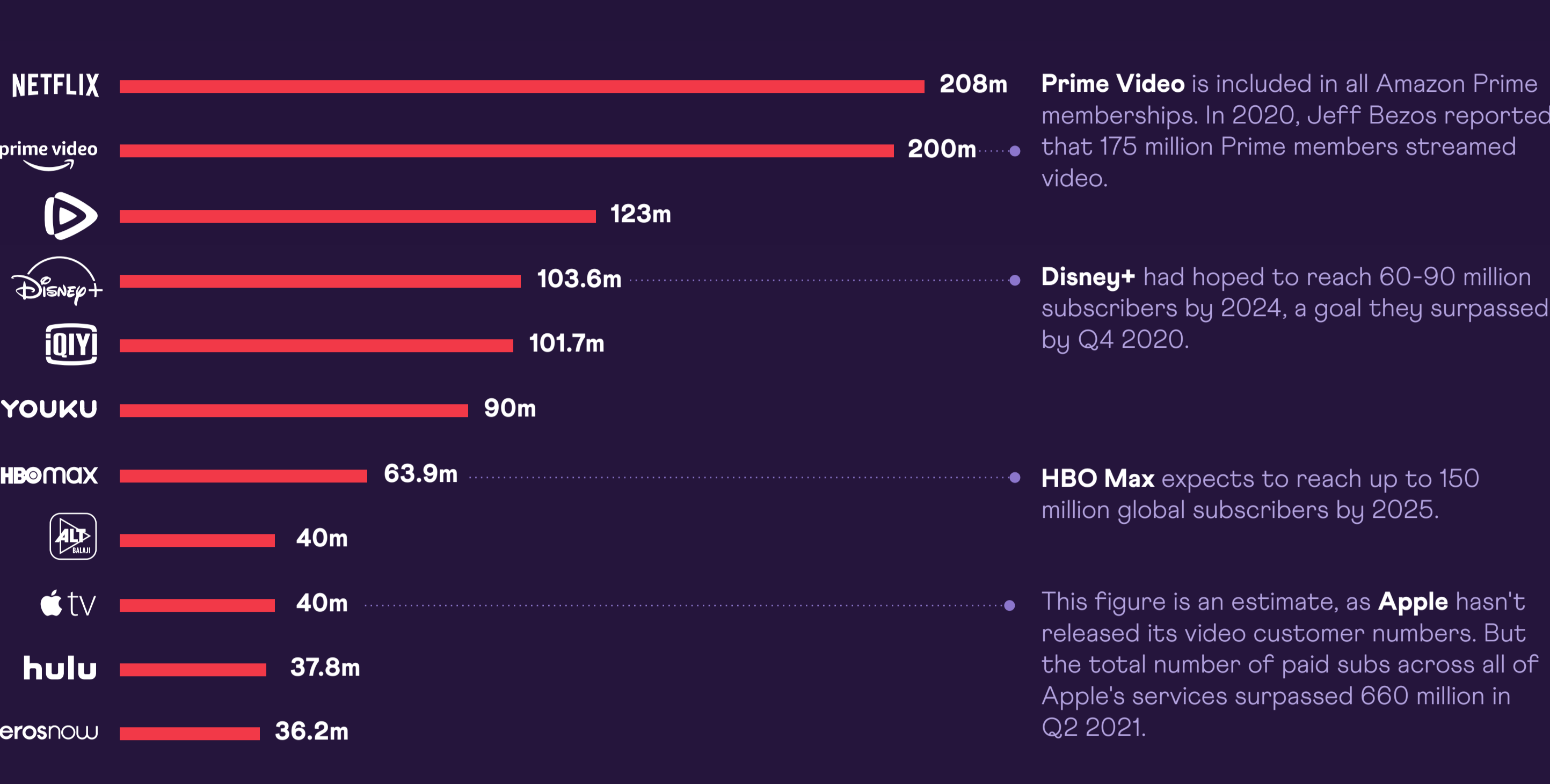
Based on data research by Purely Streamonomics, here's a look at four emerging trends that are reinventing the Film & TV industry as we know it.

1 Deluge of New Streaming Platforms Is Transforming Consumption

Over the next few years, audience demand for streaming services is expected to see continual growth.



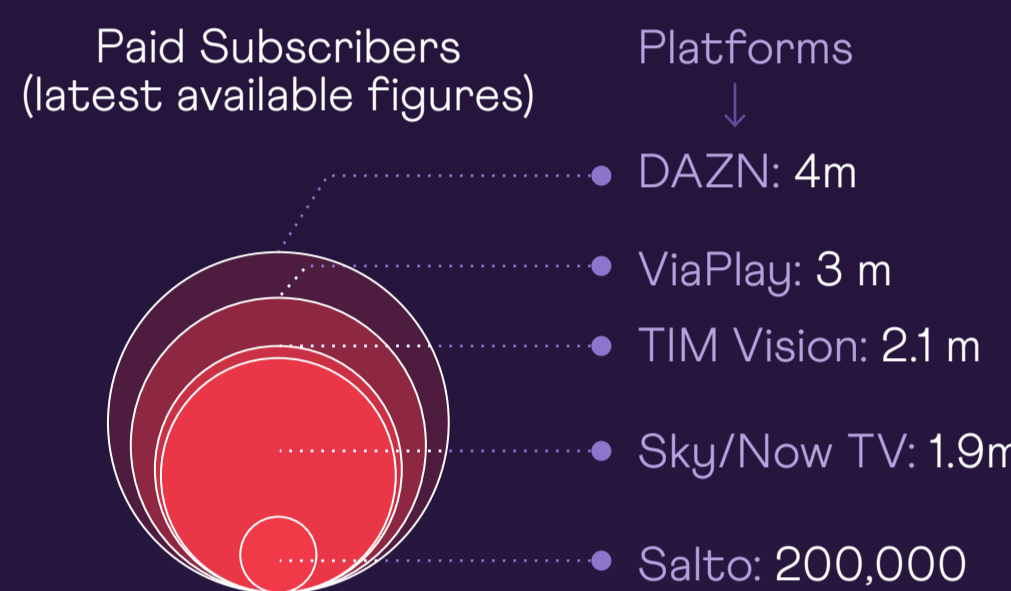
Subscription Streaming Services: The Big Global Players by paid subscriptions



European Regional Champions

Europe's SVOD services have had recent success on a regional level. In 2020, Viaplay was the #2 SVOD service in Denmark, Sweden, and Finland—second only to Netflix.

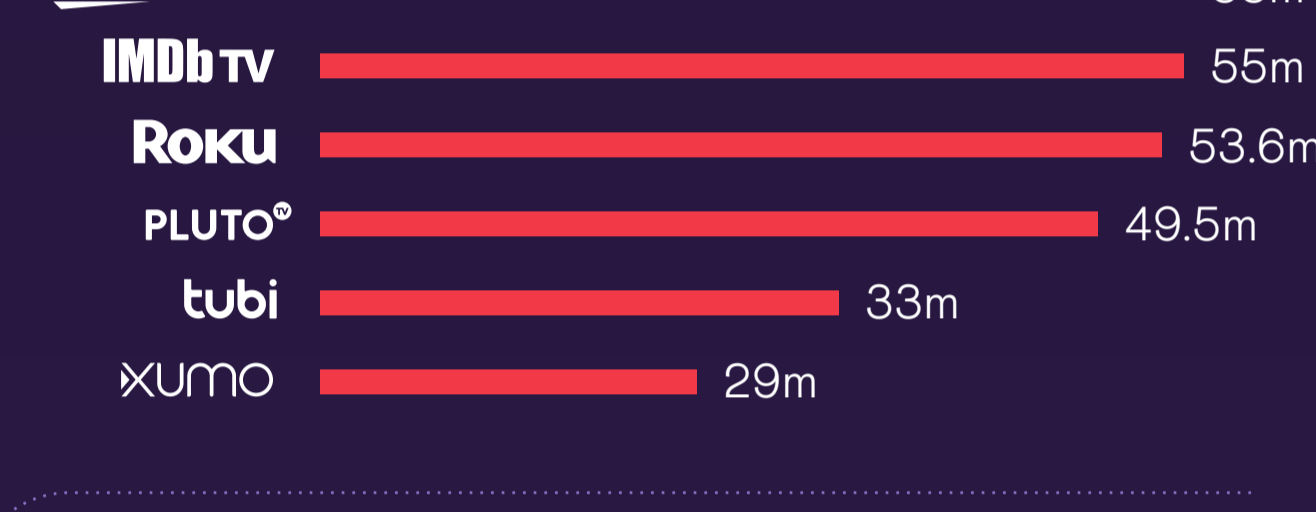
Source: Advanced Television, Statista, Broad Band TV News, European Audiovisual Observatory Report



Advertising-Funded Streaming Services: The Big Players by Monthly Active Users (MAU)

Ad-funded video-on-demand (AVOD) platforms generate revenue through ads instead of paid subscriptions, making them free for users.

*Note: This list highlights some of the most popular pure-play AVOD services, excluding user-generated content sites and hybrid SVOD/AVOD services.
Source: Fierce Video, Nasdaq, Deadline, Variety

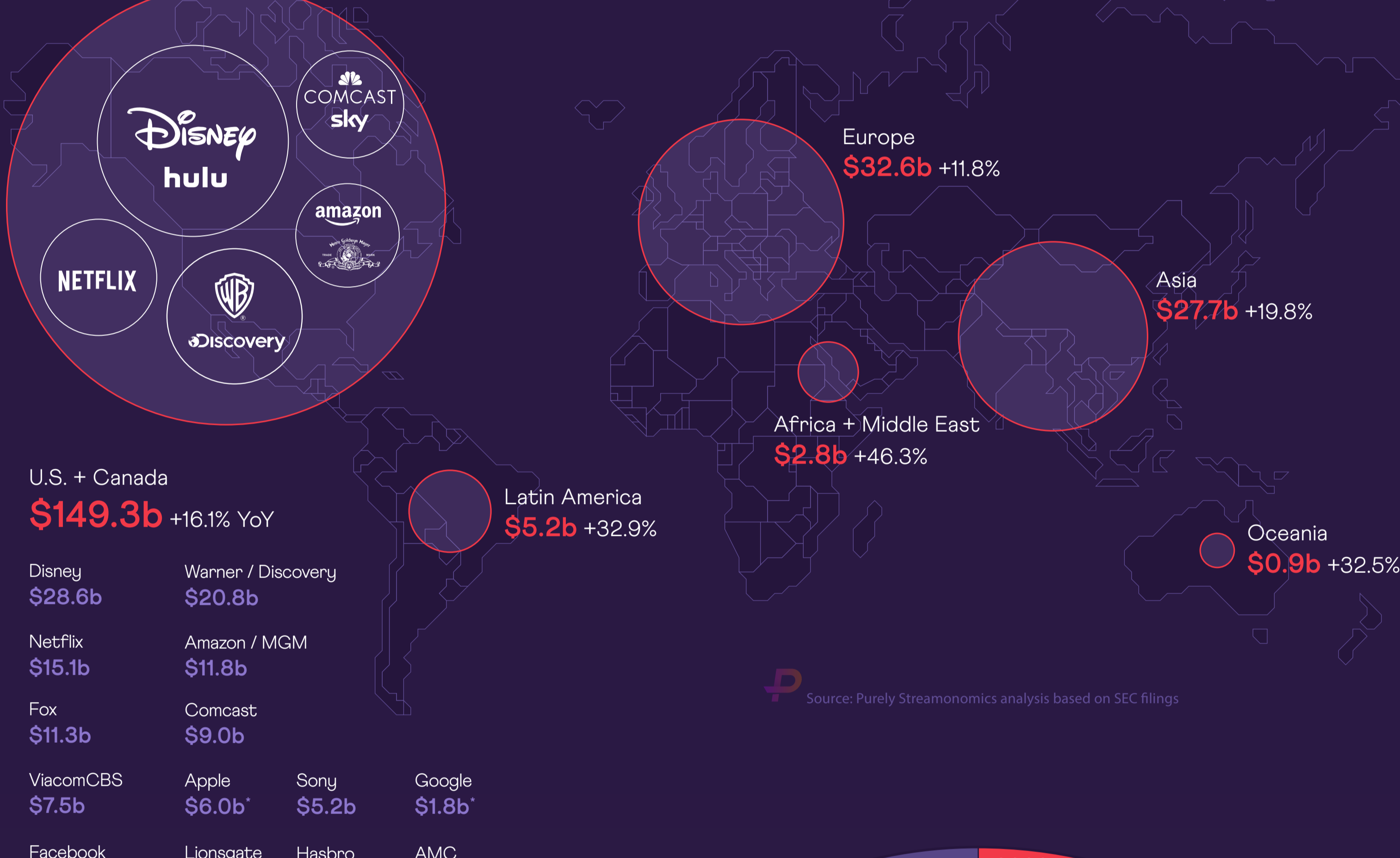


2 Content Spending Reaches New High

As more platforms entered the streaming market and audience demand reached all time highs in 2020, overall Film & TV production spending increased worldwide.

Where is Production Spending Coming From?

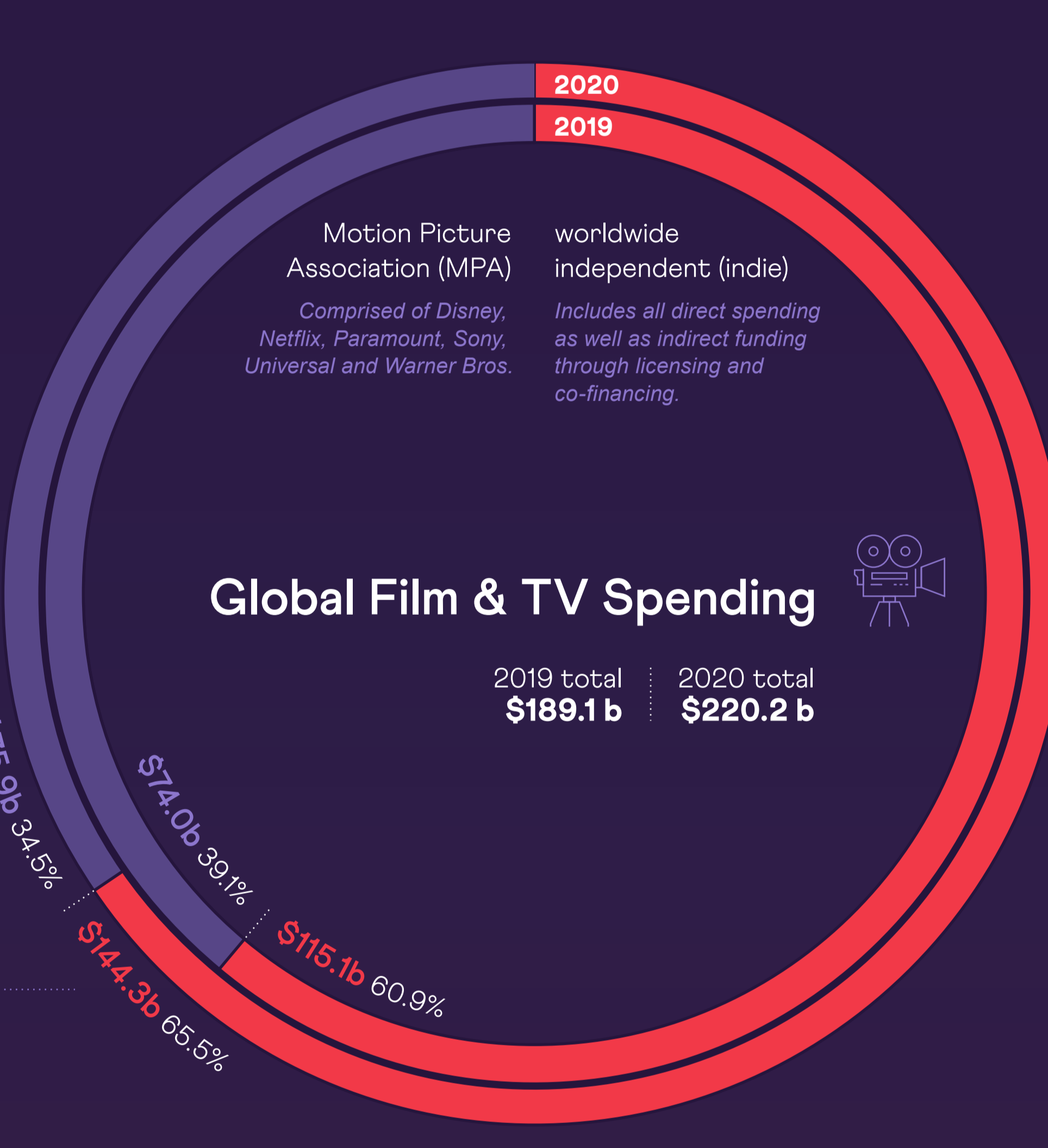
Estimated totals



3 Spending on Indie Content Continues to Surge

As much as Netflix and the five major Hollywood studios spend producing their own content, independently made and acquired content accounts for twice as much money globally.

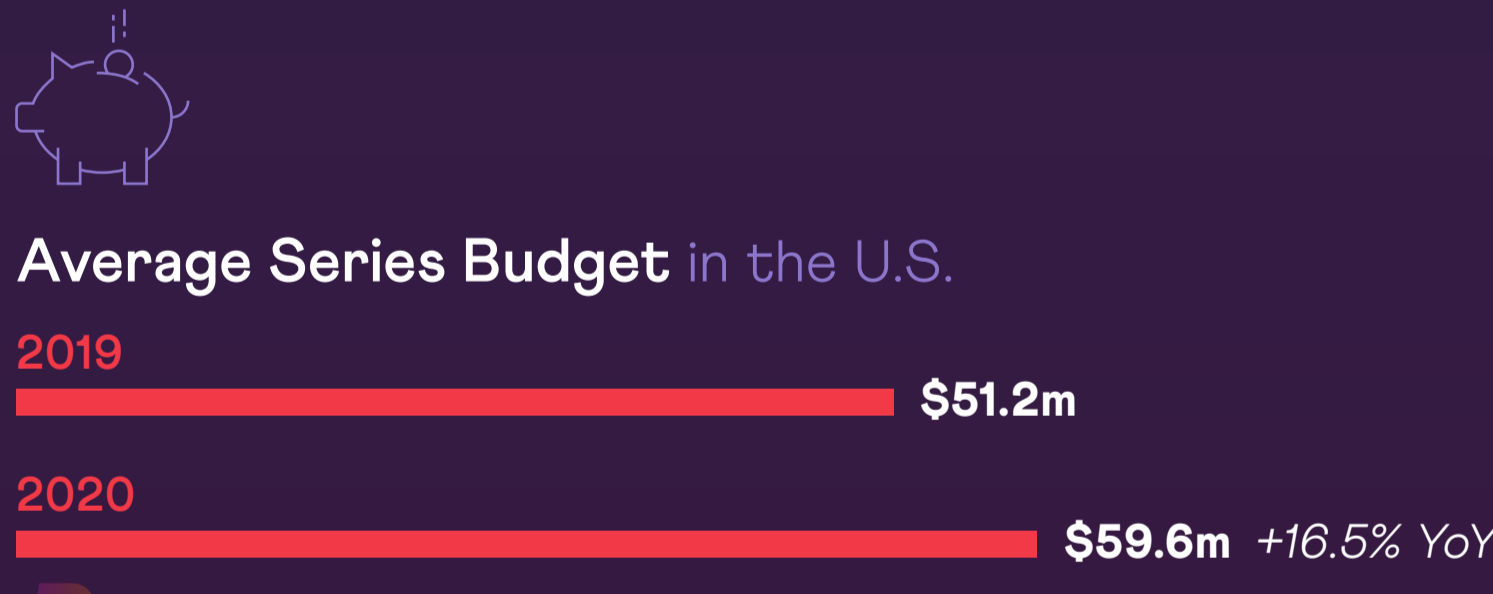
In 2020, global indie spending increased by +25.3% YoY.



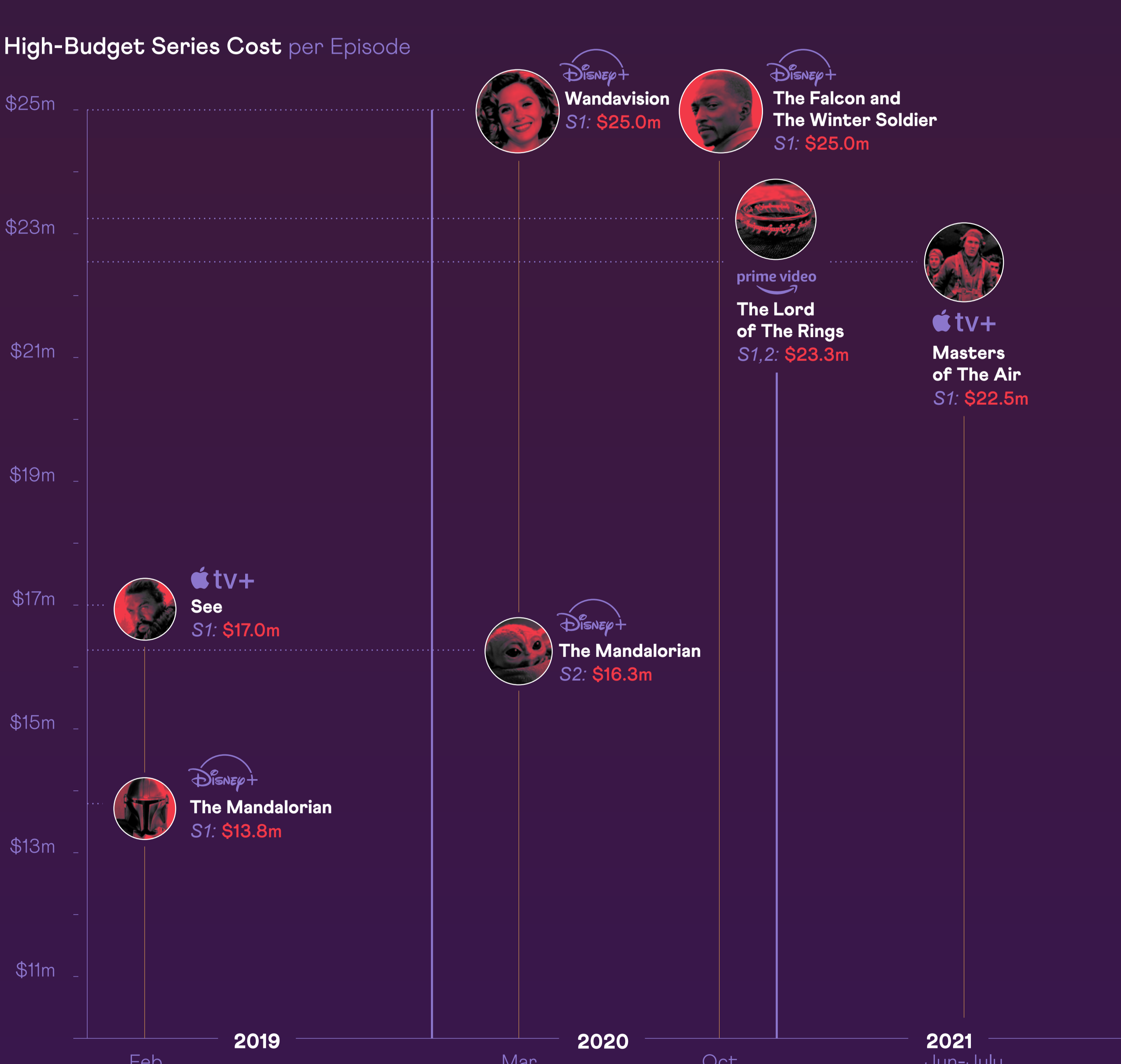
4 Budgets are Soaring

As audiences continue to grow, and more competition enters the market, the stakes keep getting higher.

In order to stay competitive, producers face pressure to up their production spending. As a result, budgets have risen in recent years, especially for TV shows.



High-Budget Series Cost per Episode



No Ceiling in Sight

2020 underlined the Film and TV industry's resilience. But it's only the start.

Disruption is the new normal.



Despite surging budgets and spending, there's so much headroom for growth, as audience habits change and demand increases.

Are there enough stories and talent out there to meet this demand?

This graphic is brought to you by



Purely is a fin tech platform that enables film and TV rights owners a way to accelerate payments for their content from streaming platforms. They get paid in days instead of the customary years.

Powered by a data gathering and information arm Purely provides weekly insights into the global streaming industry via a weekly newsletter, Streamonomics. Subscribe now.