



# STREAMING'S NEXT ACT

## VIDEO TRANSCRIPT

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Streaming has made tremendous strides in the past decade, offering an entirely new way for consumers to access entertainment and educational content. But as the landscape has matured, through our global research we found consumers pointing to **three powerful issues** that are eroding the streaming experience.

**One issue is getting caught in the “rabbit holes.”** While growth in streaming services has given consumers an explosion in choice, it’s also created considerable complexity. Consumers are forced to manually browse through platforms, screens, and menus until they eventually find what they’re looking for - a process two thirds of consumers globally are frustrated with.

**The second is encountering inefficient bundles.** Consumers think more than 60% of the content they’re paying for isn't relevant to them. That’s not far off from what we found consumers thought about the content they paid for from their cable providers a few years ago.

**And the third is the fact that algorithms remain scattered across providers.**

Incomplete or inaccurate recommendations are unfortunately the norm for most consumers today. Many consumers said they’d like to be able to take their profile from one service to another to better personalize content.

For streaming to continue to fulfil its potential, we believe a significant change to the ecosystem is needed: the addition of a **smart aggregator, sitting across multiple platforms**, that dramatically increases viewers’ control over the content they watch.

These aggregators would be able to address consumer concerns **by unifying access across streaming services** through application software, services and data-sharing agreements as well as **fostering flexibility and personalization** for viewers by serving as a single platform with curated content that enables them to select exactly what they want to watch.

Any of the current streaming ecosystem players—major SVOD services, access devices and connected TVs, major internet onramps and consumer apps, and even traditional cable operators—could become an aggregator.

Early versions are already being assembled, although it’s too early to call the winners.

One thing we know is that consumers were very clear that they expect innovation in this space and are looking for **new and better ideas to power their viewing experience.**