

BES07

THE CHURN RATE IN THE STREAMING TV INDUSTRY

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Abstract

The streaming TV industry reached maturity in 2024 after 17 years of subscriber growth. In recent years, the churn rate has been increasing significantly. Even though all generations have churners, millennials and Generation Z have the most churners. They chase after new content and have no loyalty to one streaming service. This switching from service to service is costly to providers. To combat this, streaming TV companies have focused on retaining subscribers and profit. The bundling of several streaming services together at a discount in 2024 has shown promise in decreasing the churn rate and creating profit.

Conference Track

Business Environment - Strategy, Policy, Law, Ethics