

# A Study on the Transformation, Development, and Influence of Streaming Media Services on Film and Television Projection

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## **Abstract:**

The increasing prevalence of movies and television series on streaming media platforms has led to a significant shift in viewer preferences, with a growing number of audiences opting to engage with their favorite content through these digital channels. Also, the content libraries available on streaming platforms have expanded substantially, offering a diverse array of options that cater to varying tastes and interests. Therefore, streaming services are playing an increasingly important role in the market, reshaping the way movies and TV are played online and in traditional theaters. This paper will analyze the benefits and characteristics of the development of streaming media platforms while studying the impact and promotion of streaming media platforms on the transformation of film and television projection, the impact of streaming media on audience viewing behavior, and the future development direction of streaming media platforms. And provide some feasible suggestions, including changing subscription models, innovating content libraries, upgrading platform technology and implementing policies for the future development of streaming media services.

**Keywords:** Streaming media service; Transition; Consumer behavior; Future development.

## **1. Introduction**

The transition from traditional cinema and television broadcasting to streaming services marks a significant shift in the media landscape. Traditionally, films and TV series were broadcast in traditional movie theaters and broadcast networks. Nowadays, the rise of streaming services such as Netflix, and Disney+

has changed this film and TV series play form fundamentally. Streaming services offer consumers more content selectivity and change their viewing habits. Understanding this transition is very important as it has profound implications for industry stakeholders, including film and television producers, filmmakers, broadcasters and policymakers. As streaming media services become increasingly dominant, they are

reshaping the landscape of content presentation and distribution. For film and television producers, they can gain more control over distribution. For filmmakers, they can gain more opportunities to showcase their works through streaming services. Investigating the transformation and future development of film and television presentation and distribution under streaming media services also can provide valuable insights into future trends in broadcasting and consumers' expectations for better viewing modes, making this research both timely and relevant.

With the emergence of streaming services, the traditional film and television industry is facing a great challenge. This section reviews key research on the impact of streaming services on traditional film and television, and on the transformation and future of film projection mode from online viewing.

The Internet and streaming media services have a deep impact on the traditional cinema schedule, as well as the choice of film and television screening, which has also led to the impact of film and television revenue. Chen examined that with the growth of streaming media services in the world, the new mode of distribution and projection has inevitably impacted the traditional film industry. It raises concerns about traditional movie theaters. It researches streaming media services and traditional movie theaters' future development trends and gives some optimization strategies for their development [1]. Deng et al. used a movie named "Jiong Mom" to examine a new form of film broadcasting in some streaming service platforms and the subversion of traditional film and TV distribution models by streaming service platforms. Also, it shows a new business model and under this new business model, the Internet has become a new direction and a new choice for the development of cinema films [2]. Shao examined the impact of the streaming media era on traditional television and the challenges faced by traditional television. And it researches streaming service brings new changes to network media and the streaming service era for the film and television industry is the opportunity to converge. Also, it gives some optimization strategies to traditional TV [3]. Jin discussed the development of the traditional film industry and some new ways to watch films like TV broadcasts and live network broadcasts. It used Netflix as an example to examine the contents of the film and the present situation of the film industry in the streaming service era. It showed how streaming services are challenging the traditional film industry and proposed some optimization strategies [4]. Liu examined that film streaming media service distribution has been formed, and streaming media service platforms have become one of the most important markets in the film distribution. And streaming services have had a big impact on traditional movie the-

ater attendance. It shows the conflict between traditional movie theaters and streaming media services. And it gives some optimization strategies to these conflicts [5].

The rapid development of streaming media services has had a certain impact on the political economy and education of the media industry. Gillespie wrote "The Politics of 'Platforms'" which shows that streaming services emerge in public because of some stakeholders with specific aims and examined the impact of streaming service platforms, such as Netflix and Amazon Prime, on content distribution and discusses. Also, it showed how these platforms are shaping the political-economic structure of the media industry [6]. Kapka et al. researched the emergent popularity of streaming media services like Love Film and Netflix give films a lot of chances and possibilities in the world. It shows the anxieties regarding the archiving and curation of film online and gives some optimization strategies to it. Also, it examined the temptation to access world cinema through torrenting for educational purposes with the growing number of online movie projections [7].

In addition, it also studies the impact of film and television screening under streaming media services on young directors and film aesthetics and predicts the future of streaming media services. Zhang et al. examined that streaming media platforms have become a new choice for young people to watch movies during the COVID-19 pandemic. At the same time, the Internet has also become an important platform for young directors to distribute their film works. It researches how the creation of young directors meets the needs of young audiences and has gradually become a problem worthy of attention in the film academic world [8]. Chang uses Netflix as an example to discuss the possible impact of streaming media services on the future of the film industry. It researched that streaming service platforms impact traditional film aesthetics and realized the deep cultivation of the film content. Also, it gives some optimization strategies that the Netflix model can be used for local reference [9]. Huang et al. examined many movie screening modes that changed to "cloud viewing mode" during the pandemic. It researches the transformation and development of film projection mode from three dimensions: viewing place, viewing audience and viewing experience. And it predicts whether online movie projection like broadcasting films in streaming services will become the mainstream of movie-watching in the future [10].

Current research predominantly focuses on how streaming service affects consumers' behaviors. Studies have explored content production in different streaming services and how streaming service affects consumers' viewing habits and industry economics. Despite this, there are relatively few studies on the transformation and development

of film and television projection.

## **2. Characteristic and Platform Development History of Streaming Media Service**

### **2.1 Development History**

#### **2.1.1 Early phase: traditional broadcasting**

Before the rise of different streaming services, film and television broadcasting relied heavily on traditional distribution methods. Films were primarily shown in cinemas, and television programming was broadcast through television channels at scheduled times. This traditional broadcasting model contains a lot of limitations. First is the limitation of time, the movie is played at a fixed time in cinemas, and the consumers can only choose when to watch the movie at a fixed time. The same as television broadcasting. Second is the limitation of viewing options, television showed fixed content, and films were limited to cinema release and physical rentals.

#### **2.1.2 The emergence of streaming service**

The advent of streaming services has brought a significant shift in film and television broadcasting and distribution. Netflix, for example, launched its streaming service in 2007, which was a great success, followed by many competitors like Amazon Prime Video. Streaming services let consumers choose the content themselves and enable content to be delivered over the internet in real time. Streaming services have also created a subscription model, which can not only meet consumers' needs for content but also generate revenue. What's more, streaming services use technology to improve the quality of content, which can enhance the viewing experience of consumers.

#### **2.1.3 Current phase: widespread adoption**

In the present day, streaming services have become a dominant mode of content consumption and consumers' first option for watching films and TV series. Major platforms such as Netflix, and Disney+ offer a range of original content and innovative viewing experience. Firstly, consumers can access content on various devices, such as smartphones, tablets, and smart TVs, breaking traditional constraints of time and space. Second, is streaming service overcame geographical limitations, in which consumers can watch different content from different countries. Moreover, streaming services can use technology for advanced data analytics, which allows platforms to offer personalized content recommendations based on user preferences, increasing engagement.

### **2.2 Characteristics of Streaming Service**

On one hand, streaming services can optimize the viewing experience for viewers. Streaming service platforms use data analytics to enhance user experience. It offers users enhanced control over their viewing experience by improving streaming quality, reducing buffering, and providing personalized content recommendations. With no time or space limitations, these services enable a more tailored experience, allowing consumers to choose what to watch and when to watch it. Also, by analyzing viewing habits and preferences, streaming service platform like Netflix tailors its content offerings and marketing strategies to meet the demands of its audience.

Streaming services are also characterized by their extensive and diverse content libraries, offering a broad array of films, television series, documentaries, and other media to suit various tastes and preferences. A streaming media service heavily invests in original content to deliver exclusive programming that attracts and retains subscribers. For example, Netflix's substantial investment in original series and films exemplifies this strategy. Additionally, streaming platforms acquire popular shows and movies from other studios through content partnerships and licensing agreements. These services also generate revenue through derivative products; Netflix, for instance, has launched Netflix Shop, an e-commerce platform selling merchandise like clothing, accessories, toys, and home goods related to its hit shows. Furthermore, Netflix is involved in offline activities such as participating in the Oscars and has introduced features like spatial audio to enhance the viewing experience, showcasing their commitment to both content and user engagement.

Moreover, Streaming service platforms have a global reach, enabling them to distribute content across diverse regions. This global presence requires them to tailor their content to fit local tastes and cultural preferences, ensuring relevance and appeal to various audiences. Additionally, they adapt their marketing strategies to align with regional cultural norms and consumer behaviors, often employing localized advertising and promotional campaigns. This approach not only enhances user engagement but also helps the platform build a more inclusive and resonant brand presence in different regions.

On the other hand, this model also has disadvantages. The sheer volume of content can overwhelm consumers, leading to decision fatigue. The social aspect of viewing in cinemas—a shared experience with collective emotions—is often lost in solitary home viewing on streaming service platforms. Additionally, the quality of experience can vary significantly based on home equipment, which may not match the immersive experience of a cinema.

### 3. Characteristic and Platform Development History

With the advent of streaming services, the format of film and television screenings has changed a lot. From the time when movies were shown in cinemas to the time when many movies were premiered on streaming service platforms, there also has been a great change in the way audiences watch movies. This transformation has resulted in notable changes in operational dynamics and financial outcomes for traditional cinemas, alongside the burgeoning advantages and challenges presented by streaming service platforms

#### 3.1 Current State of Film and Television Screening

The traditional cinema model, characterized by large screens and communal viewing experiences, has faced mounting challenges with the rise of streaming services like Netflix, Amazon Prime, and Disney+. These platforms have not only allowed viewers to see the latest movies without leaving home but also have convenient user interfaces that allow everyone to learn to watch movies with streaming services. Box office revenues in certain markets have seen fluctuations, with significant declines reported during the COVID-19 pandemic when some movie theaters were closed. While cinema revenues have rebounded, they have yet to return to pre-pandemic levels, suggesting that consumers are still being influenced by streaming services that are causing a fundamental shift in the way they watch movies.

#### 3.2 Impact on Cinema Operation and Financial Performance

The gradual development of streaming media services has had a great impact on the operation of offline cinemas. While many cinemas have tried to attract more consumers by improving the quality of their speakers or replacing their chairs with massage chairs, many cinemas are struggling, with revenues at around 60% of pre-COVID-19 levels. Film distribution companies have chosen to move some film premieres from traditional movie theaters to streaming services platforms, such as some network movies and non-blockbuster films, this resulting in fewer titles and less revenue for theaters. While streaming platforms may charge viewers \$19.99 for a new release, this is much lower than the average \$15 ticket price at traditional theaters.

#### 3.3 Challenges Facing the Industry

The screening of films and television on streaming ser-

vices presents significant challenges for both cinemas and filmmakers. Traditional cinemas need to retain customers through innovative ways, such as hosting celebrity-led offline screenings or transforming into themed venues. At the same time, cinemas now need to rely on blockbusters to increase revenue, but this will lead to a single cinema schedule and diminishing diversity in the types of stories being told.

On the other hand, filmmakers face the challenge of navigating a rapidly changing distribution landscape. The demand for popular, aesthetically appealing films can stifle creative expression, pushing filmmakers to prioritize blockbuster production to satisfy cinema revenue needs. Additionally, while streaming platforms require a broader range of films and a much larger content library, the profitability of movies being put on the platform is not stable, which makes the financial success of streaming services difficult to measure.

### 4. Inspiration and Prospect

With the rapid rise and development of streaming media services, the transformation and development of film and television screenings have had a significant impact on the entire film industry. This section will delve into the insights gained from this transformation and offer an outlook on future trends.

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#### 4.1 Changing in Subscription Models

The emergence of streaming platforms has fundamentally altered viewer habits. Traditional models of watching television and films in theaters are increasingly replaced by on-demand viewing, allowing audiences to access content anytime and anywhere. But at the same time, as more and more users turn their attention to streaming media services, the subscription method of streaming media services is also attracting attention. Some suggestions are given to subscription methods for streaming services, use Netflix as an example, and adjust their price of subscriptions, like purchasing for full price in the first month and then they can reduce their price a little bit every month after that. A reasonable subscription can bring more consumers to streaming services.

## 4.2 Diversification of Content Creation

Streaming services have also catalyzed a diversification of content creation. Previously, film and television productions were often constrained by high costs and market demand. Today, independent producers and emerging creators can release their works on streaming platforms. This change not only enriches the story types of film and television but also provides users with more choices. But at the same time, the increase in film and television content is accompanied by the increasing pressure and competition of creators. The challenge for film publishers will be to make their work stand out from the crowd. The challenge for film creators will be to make their stories more original and engaging. So film publishers should come in and expand investment in regional content to cater to diverse global audiences. Tailor shows and movies to cultural preferences in different markets and to meet different people's needs in different countries. It can also open new tracks, such as creating short plays to enrich the content library.

## 4.3 Technological Advancements

Advances in streaming services also need to be combined with advances in technology. With the development of artificial intelligence, streaming media services can also apply artificial intelligence to their platform, for example, to select more suitable movies and TV viewing for consumers, or to select the right subscription plan for consumers. Also, they can combine virtual reality (VR) and augmented reality (AR), experience with VR and AR content to offer a novel viewing experience to enhance their user experience. Therefore, staying abreast of technological developments will be essential for content creators aiming to maintain a competitive edge in an evolving market.

## 4.4 Policy and Copyright Challenges

With the development of streaming media service platforms and more and more movies and TV series being broadcast on streaming service platforms, the policy and copyright issues of movies and TV series have become more and more important. The traditional model of copyright protection is challenged by new business dynamics and the legal framework needs to be reevaluated to better adapt to the streaming service environment. Film and television creators and platforms must also pay more attention to copyright issues and adapt to the policies of the new platforms while ensuring fair intellectual property protection. The policy formulation of the film and television industry in the future should focus on balancing innovation and protection to provide a good "umbrella" for the new development of the industry.

## 5. Conclusion

This study has explored the transformative impact of streaming services on the film and television industries, examining their evolution and influence on content production, distribution, and audience engagement. The rise of streaming platforms has not only altered traditional business models but also reshaped viewing habits and cultural consumption.

Key findings reveal that streaming services provide creators with increased freedom and flexibility, fostering a diverse range of content. Streaming services give viewers more choice and a library of content. Additionally, the use of data analytics for personalized content recommendations has enhanced viewer retention and engagement. But streaming services have also taken a toll on the film and television industry, reducing revenues for traditional movie theaters.

For future development, streaming services will continue to reshape film and television broadcasting. The streaming service can make a series of upgrades to the subscription service and increase the richness of the video content library and support for original works. And through the upgrading of technical means to the streaming media service upgrade. Streaming media services can also jointly develop with the traditional film industry to achieve mutual benefit and win-win results. At the same time, the government should also pay attention to the policy management of streaming media services to create a better industry environment.

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