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The future of Netflix

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These days we are witnessing a revolution in the field of television, involving broadcasters, media companies, and cable and digital television providers, led by new players – streaming platforms and VOD services, such as Netflix, HBO Go and Amazon Prime. The habits of television viewers are changing, as shown by various data concerning the media market. They increasingly consume content offered in the subscription model and make decisions to become customers of these platforms (Buck & Plothe, 2019; Jaskiernia, 2016). The ranks of subscribers of the biggest platforms keep growing year by year¹. This is linked with the phenomenon of online viewing – the possibility of watching TV not only in front of a TV set, but also using a computer, or applications installed on mobile devices. We can observe a growing trend of consumers giving up cable and digital television², although this does not mean that traditional broadcasters have already lost the battle for

¹ *Netflix ma już 149 milionów płatnych subskrybentów i liczba ta wciąż rośnie [Netflix already has 149 million subscribers and the number grows]*. (2019). Retrieved from <https://mobirank.pl/2019/04/27/netflix-ma-juz-149-platnych-subskrybentow-i-liczba-ta-wci-az-rosnie/>; *HBO Now z ponad dwoma milionami subskrybentów [HBO Now with over two million subscribers]*. (2017) Retrieved from <https://www.wirtualnemedial.pl/artykul/hbo-now-jak-dziala-liczba-abonentow>.

² *Revolucja na rynku mediów. Widzowie rezygnują z kabłówek, wolą Netflix i Showmax [A revolution on the media market. Viewers give up cable, prefer Netflix and Showmax]*. (2018). Retrieved from <https://forsal.pl/artykuly/1349885,kozlowski-widzowie-rezygnuja-z-kablowski-wola-netflixa-i-showmax-wideo.html>.

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