

Market Structure in the Subscription Video on Demand Industry

Introduction

subscription video on demand

(SVoD) industry: the collection of

services that charge users a

monthly subscription fee for

unlimited streaming of content

Research Question

How has market structure

in the SVoD industry

varied through time?

Methods

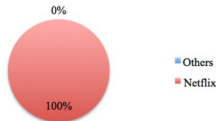
$$3 - \text{Firm Concentration Ratio} = \frac{s_1 + s_2 + s_3}{100}$$

where s_i denotes the percentage of market share occupied by the i^{th} largest firm in the market

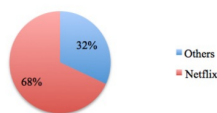
$$\text{market share} = \frac{\text{global subscriber count of an individual firm}}{\text{gross total subscribers of SVoD services for a specific year}}$$

Data

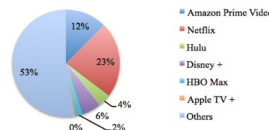
SVoD Market Share 2007-2008



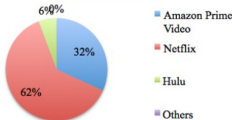
SVoD Market Share 2010



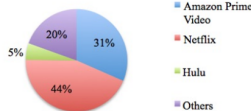
SVoD Market Share 2020



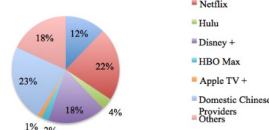
SVoD Market Share 2013



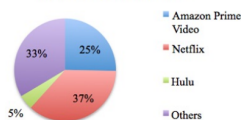
SVoD Market Share 2015



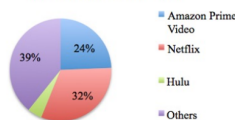
SVoD Market Share 2025



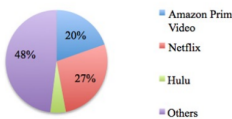
SVoD Market Share 2016



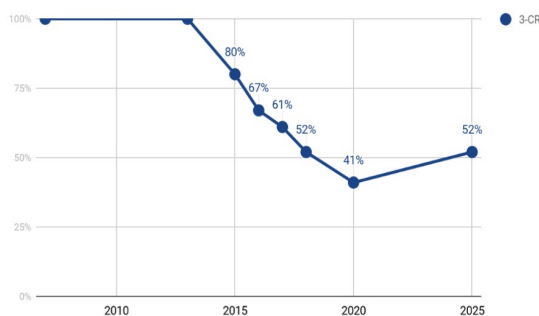
SVoD Market Share 2017



SVoD Market Share 2018



SVoD Market 3-Firm Concentration Ratio



Discussion

Monopoly



Differentiated Product Oligopoly



Monopolistic Competition

Conclusion

- Fragile leadership in market share
- Market tends towards greater overall competition in market share
- The concentration ratio of the market fell $\approx 60\%$ in 13 years

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