

Future TV: What are the market scenarios in the face of the current disruptions?

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Abstracts

The uncertainties about the future of broadcasting are changing in nature. It is now a given that linear television channels will not disappear tomorrow, but that their consumption will continue to decline in favour of OTT. This transition is a fundamental trend.

In terms of business models, SVOD will continue to grow but at a slower pace than in recent years. Targeted advertising, including on TV, will continue to grow. Both will contribute significantly to the sector's revenues.

Unknowns remain on the place that technology (AI, data, immersivity...) will take in the industry, on the major regulatory choices, on the profitability of the new services or on the possible future industrial configurations and the place of viral video platforms.

This IDATE study covers the latest technical, economic, strategic and usage trends that will impact the future of the sector.

It takes stock of the current situation in the audiovisual landscape and examines the drivers of change that make it possible to draw possible futures for the audiovisual market.

Four breakthrough scenarios are defined: FAST TV, Oligopoly, Uberisation, Specialisation.

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