

Cable TV - Viacom, NBC, AOL etc.

- High customer subscription costs.
- High cost of Content Producers contracts and Sports rights contracts. becoming harder to recoup expenses and make big profits.
- Customers, mainly Baby Boomers, paying for 1000's of channels they have no interest in.
- Cable suppliers not adapting to modern viewer requirements quickly enough and losing its customer base and income.

Streaming Companies: Netflix, Amazon prime, CBS, iTunes, HBO, Hulu, YouTube, etc.

- These companies a fraction of Cable subscription charge
 - Millennials main customers, increasing market share
 - Listening to what viewers want - introduced skinny bundles - small quantity of quality acceptable channels at a low price (customer lead)?
 - Streaming from, Website, Facebook, YouTube, phone apps
 - Disney out of Netflix setting up own streaming channel
- Dangers • Cable not adapting and becoming unprofitable.

- Skinny bundles adding too many 'B' quality progs to bulk up bundles and appear to offer more for less.
- Skinny bundles becoming the equivalent of present Cable content price wise, too many irrelevant channels at higher costs.

Future? • Streaming, keeping their cost down by turning to artificial intelligence avitar production and producing bigger overall profits and becoming leading entertainment field in place of Cable.