

## Streaming Services and Their Popularity

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### Abstract

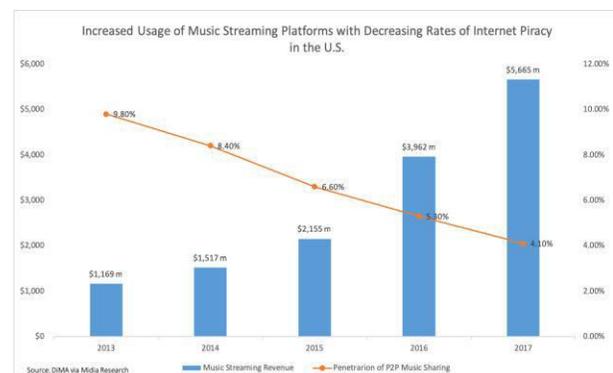
streaming multimedia services is popular all around the world now a days, in fact it is mostly used entertainment aspect these days, it allows the multiple end users to watch videos and audios without downloading them means the users need not download the content they can watch them online. differentiating delivery from the media applies particularly to telecommunications networks as most media delivery type are either inherently streaming (e. g radio, television) or inherently non-streaming (e. g. books video, audio,).

The process of streaming multimedia is delivering content (video or audio) to a computer or a mobile device via internet so that it need not be downloaded and saved and directly watched online.

### Introduction

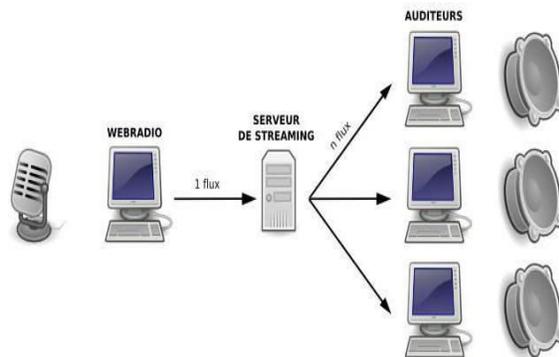
The word “streaming” was initially used for tape drives manufactured by data electronics

they were for delayed running of the whole clip, “Streaming “was really came into existence in early 1990s as better description for “video on demand “and later live video on networks, the concept of media streaming came to U.S with time, The telephone music service, alive juke box service started in 1920s and ended in 1997 they include 120 bars and restaurants in Pittsburgh initially music streaming platforms gained humongous popularity some are freemium services and some are paid subscriptions services below picture shows some statistics of the U.S a fallen piracy rates.



The process of streaming is delivering the same content to multiple users at the same time, and it is a complex process and the

below image shows how the content is delivered to the multiple end users.



As we can see in the above image the web radio which holds the real content which has to be casted over the network and acts as content provider, and then the content has been sent to the server which is the vital aspect of the streaming concept and acts as a mediator between the content provider and end users and the server streams the content to the users via internet.

The whole streaming process follows the above way to be done in an efficient manner and it requires some high-end server.

### There are two types of streaming

#### Recorded streaming

Here in this process of recorded streaming the content which has to be streamed onto a network is pre-recorded that is i.e content is previously recorded for example if a video has to be streamed then it is previously recorded and saved then whenever the streamer wants to stream it he can stream.

#### Live streaming

Live streaming means the content is simultaneously recorded and broadcasted in a real-time, here the content is not previously recorded and stored and the streaming process both done at the same time for example a gamer can play a game and can stream it at real-time on streaming platforms.

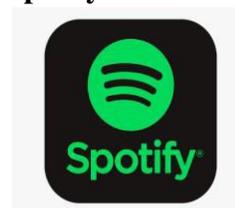
#### Platforms for streaming

There are lots of famous streaming platforms across the world which have gained humongous popularity these days and for their popular contents like movies, music, web series, and comics etc ... most of all are subscription based that the user needs to pay and use the platforms for their entertainment. They include monthly subscriptions or annual subscriptions.

#### Music streaming platforms

The below music platforms are well known for their music content

- Spotify



<http://www.spotify.com>

- **Apple music**



<http://www.applemusic.com>

- **Youtube music**



<http://www.youtubemusic.com>

- **Deezer**



<http://www.deezer.com>

- **Wynk music**



<http://www.wynk.in/music>

The above is some of the famous music platforms with their logos and links, there are abundant music streaming apps like gaana, amazon music, Hungama, SoundCloud, padora, tidal, etc.

### Video streaming platforms

These platforms are specially for video streaming, watching movies and web series these are popular applications in entertainment field these days and some the trending platforms are listed below with their logos.

- **Netflix**



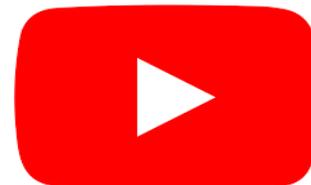
<http://www.netflix.com>

- **Amazon prime video**



<http://www.primevideo.com>

- **Youtube**



<http://www.youtube.com>

- **Hotstar**



<http://www.hotstar.com>

the above are some popular trending apps of video streaming with their logos and links

### Live streaming platforms

- **Youtube live**



<http://www.youtubelive.com>

- **Twitch**



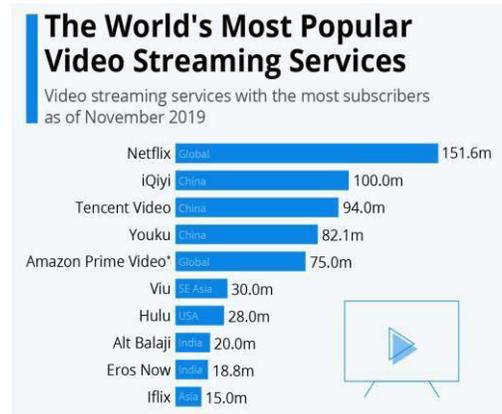
<http://www.twitch.tv>

The above are famous live streaming platforms some more examples are there like Facebook live, data cast etc.

### Popularity & Statistics

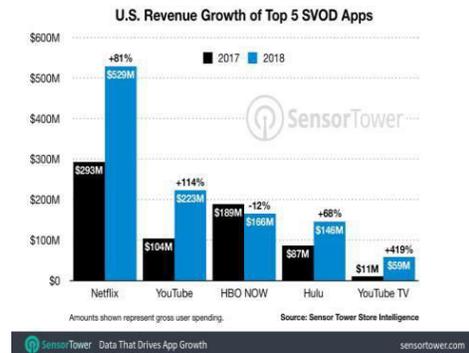
The streaming giants such as Netflix, Hulu, amazon prime, Disney+ have gained humongous popularity these days and their growth in subscribes has been drastically increasing day by day and they are getting millions of subscribes

Below are some subscriber's data statistics



In the above chart we can see the subscribers of particular streaming giants' subscribers as Netflix is leading globally with 151.6 million subscribers.

### Revenue Statistics of Streaming Services



As we can see from the above stats Netflix is leading with \$529 Million revenue

## Advantages Of Streaming

### Playback is instant

Earlier if an admin or webmaster wanted to upload a video to his websites then he need to post its link then the users had to download the file to play it. Everything has been changed by the introduction of the streaming a video. Here the video plays instantly when the downloading of the file begins in case of streaming. This saves the time and complexity.

### Piracy Can Be Avoided

When it is allowed to download a file particularly copyrighted content it makes the chances of piracy high as the downloaded files can be shared with others with the help many data sharing networks. The introduction of streaming technology avoids it as the content is harder to copy and blocks user from saving a copy. So it ensures your content is safe.

## Disadvantages Of Streaming

### Bandwidth use

Streaming videos need good bandwidth to play a video when it comes to a high-definition video for example, Netflix needs minimum of 5mbps speed to play high-definition video and for super high-definition video it needs 7mbps minimum and for 3D videos minimum internet speed should be 12mbps. Bad internet connection

may lead to slow loading of videos and some playback errors.

### Only online

In streaming services, the user should have internet connection there no options like offline mode. The user can only watch streaming videos only if he is having internet connection. Some of the features of piracy protection and instant playback may attractive but to enjoy the streaming services the user should have good internet connection with the good speed.

## Conclusion

The streaming services are the entertainment aspects of the new generation as most of the user are young adults the giants are dragging people towards them with their attractive contents. The users are increasing drastically and the services getting millions and billions of revenues and growing like anything. The crowd is becoming addicted to these streaming services and the content of its, as they are fashioning the whole content pattern in attractive and addicting ways that the user cannot take eyes off them.

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