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The 2025 TV Industry Trends & Predictions Report

March 2025

2024 was a turbulent year for many in media, with businesses across the world of content adjusting their approach to better meet market conditions. Content austerity was an ever-present issue as media companies continued to plot their way out of a challenging period for the industry on the whole.

Finding ways to optimise revenues was a constant theme in this year's survey, along with strategies to offer better value to the consumer. Respondents highlighted numerous challenges and a need for flexible and innovative thinking.

Consolidation of some sort seems likely for most, but who and how remain unclear. It may be more probable in the US that we see changes to individual assets and services more than major media companies in 2025.

With SVOD, the value proposition is key, whether that be through lower-priced advertising tiers or more innovative, deeper, and value-enhancing bundles. Whilst bundling with other Pay TV partners still comes up strongly, it's perhaps notable that bundling with other SVODs has squeezed into the top spot this year.

For Pay TV, improving the user experience and enabling access to streamers remains key for respondents, whilst improving the pricing proposition slipped down in importance after a big response last year. In Free TV's case it's all about having more content on digital services for free, a big feature of 2024 that will continue through 2025 as they look to capitalise on their reach and grow viewing.

Ad-supported streaming has seen a remarkable growth over the past few years, with AVOD, FAST, and Social platforms all becoming increasingly significant to the professional content market. It is increasingly clear that FAST cannot really be treated in the narrow sense of the term, and businesses need to consider the wider market for platforms and monetisation. This is signalled through Social Media's emergence in the survey as the number one focus for AVOD monetisation. FAST itself has a big focus on improving Ad monetisation and performance so it can grow as a revenue opportunity for all stakeholders.

Studios are fully focused on optimising revenues through windowing, both in terms of TV series that they can window and share, and in terms of releasing movies theatrically and taking them through home entertainment and subsequent Pay windows in the most lucrative way. Windowing is clearly back and our respondents are in agreement that windowing will come faster and more frequently.

We have seen pivots to advertising, 3rd Party content sales, sports streaming, library content, and broadcaster VOD releasing in 2024. The outlook is for more of the same, and along with increased attention to the Creator Economy and TV Operating systems, there are a myriad of areas we all have to pay attention to in 2025.

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10 Key Takeaways

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01.	**Global Streamer Prospects**	43% Respondents ranked Netflix as the #1 streamer for growth in 2025
02.	**SVOD Development Areas**	Improved pricing propositions - with lower priced Ad-tiers and bundled offers - is the key focus for SVOD
03.	**SVOD Bundles**	78% believe bundling with other SVOD services is key, with Telco's and Pay TV operators close behind
04.	**Pay TV Investment**	User Interface improvements and streamer integrations are the two key investment areas
05.	**Free TV Initiatives**	Increasing exclusive digital only premiers is a vital area of focus for Free TV
06.	**FAST & AVOD Opportunities**	Respondents now rank Social Media as the best opportunity for AVOD content monetisation
07.	**Studio Sales**	82% of the respondents agree that studios will sell more content to third parties post vertical integration
08.	**Content Windowing**	Windowing activity will increase across the board as stakeholders look to optimise revenues
09.	**Movie Releasing**	Theatres are back and important for Studios, with other windows coming quicker and going shorter
10.	**Production Market**	Content will need to be made for lower budgets and new partnerships models will need to be found

Global Content Markets

“Further Consolidation/M&A activity in the US Media sector” was predicted to have the most impact in 2025

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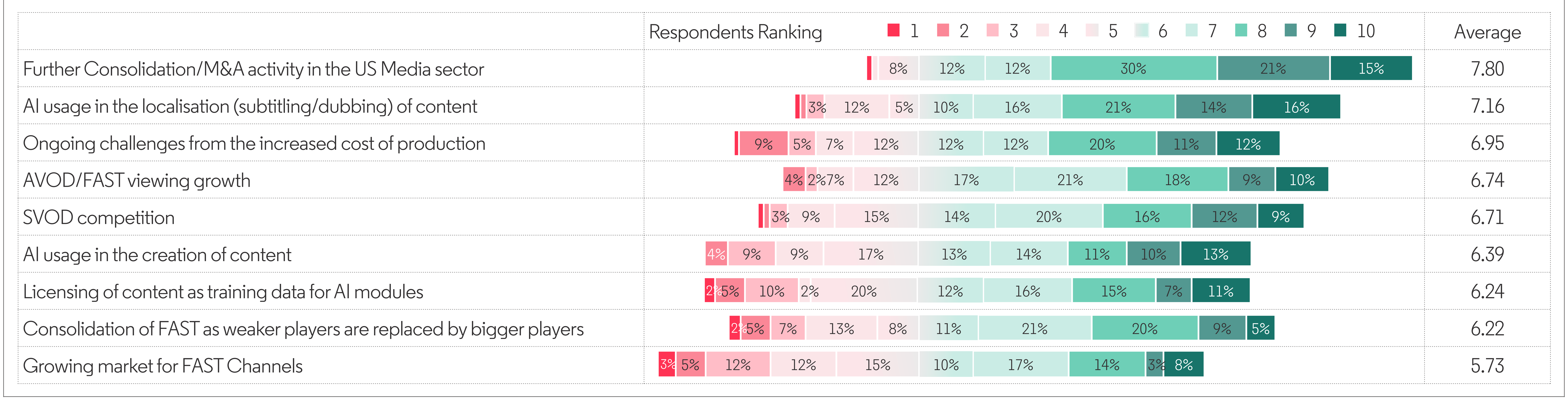
Which of the below do you think will have a bigger impact on global content markets in the next 12 months?



The global content market in 2025 is expected to see ongoing shifts, with many respondents identifying further consolidation in the U.S. media sector as the most likely impact. The use of AI in content localisation was a focus with 16% ranking it number one in their minds but **many factors figured highly in the rankings**, with the **cost of production, SVOD competition, and AVOD/FAST viewing growth all coming out highly**.

Other areas received lower responses, but still featured positively, with AI usage in the creation of content and the licensing of content to AI Training Modules, two areas where there remains uncertainty. FAST remains an important area but is clearly moving through stages of development, with ‘Growing Market for FAST channels’ achieving the lowest weighted rank of 5.73, perhaps reflecting respondents’ caution when it comes to the overall size of the FAST channel market.

Video Market Potential

Respondents ranked Asia as their #1, #2, or #3 market for the best growth prospects in 2025

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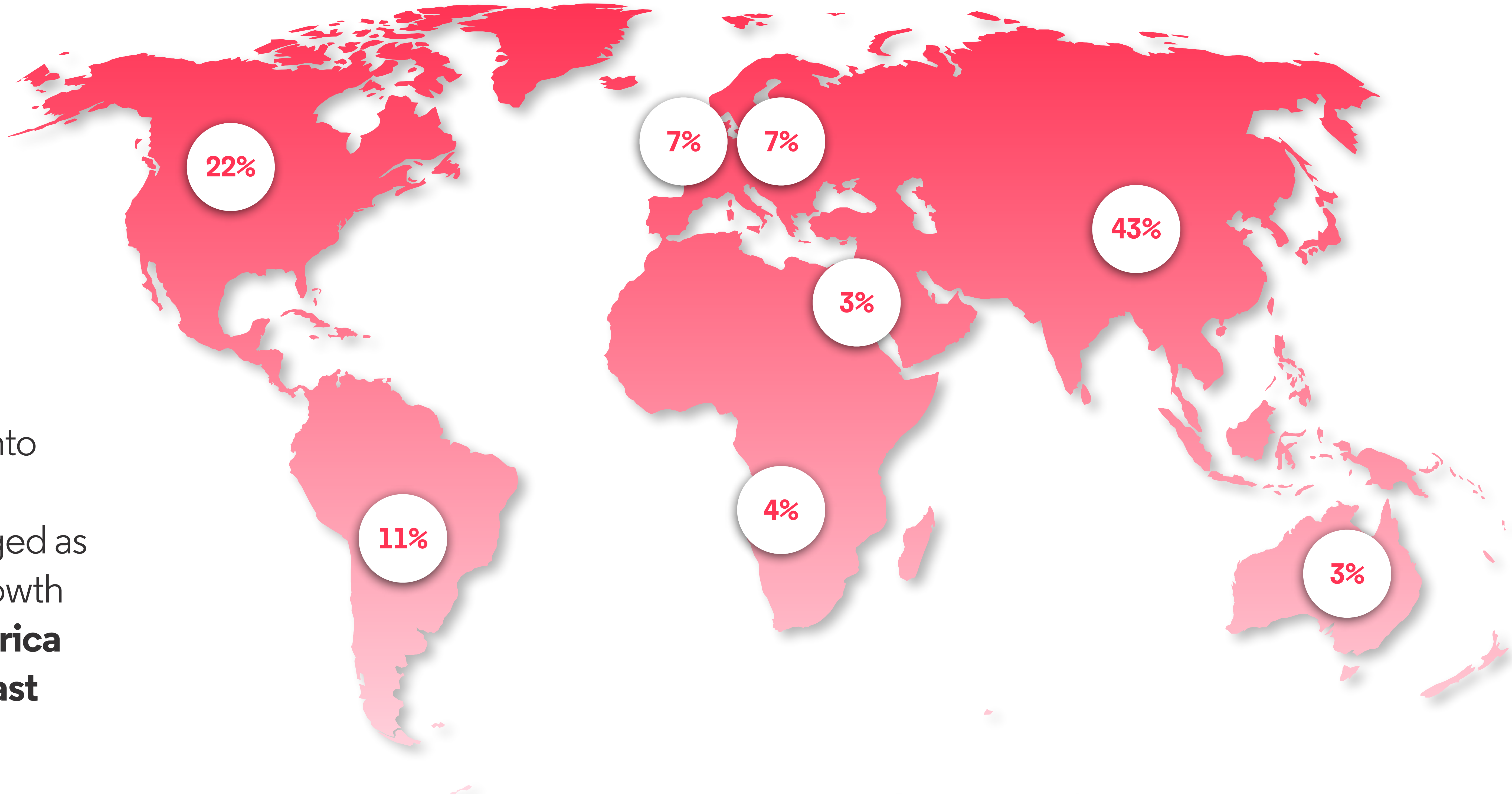
Consistent with positive survey feedback since 2021, **Asia remains the top regional prospect for revenue growth**. This year, 43% of respondents ranked it first for growth prospects, a significant increase from last year's 27%.

This year, the regions were divided into sub-regions to better assess revenue growth potential. The U.S. has emerged as a more critical region for revenue growth compared to Latin America, while **Africa continues to be regarded as the least favourable region for growth opportunities**.

% of Respondents Ranking Each Region as #1

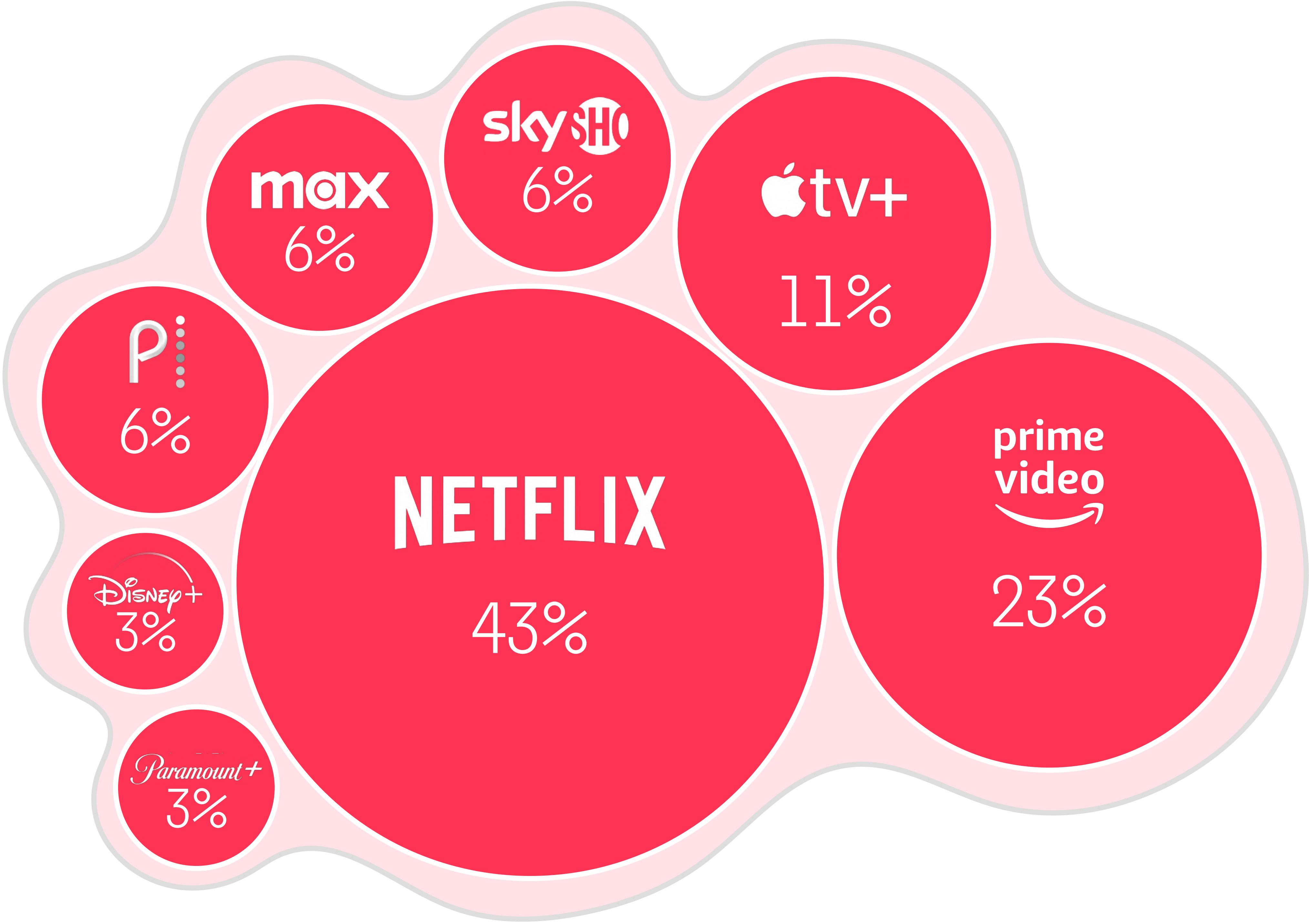


Average Ranking (#1 as highest)	
Asia	2.37
United States	3.95
Latin America & Caribbean	4.20
Central and Eastern Europe	4.28
Western Europe	4.57
Australasia	4.84
MENA	5.20
Africa	6.61

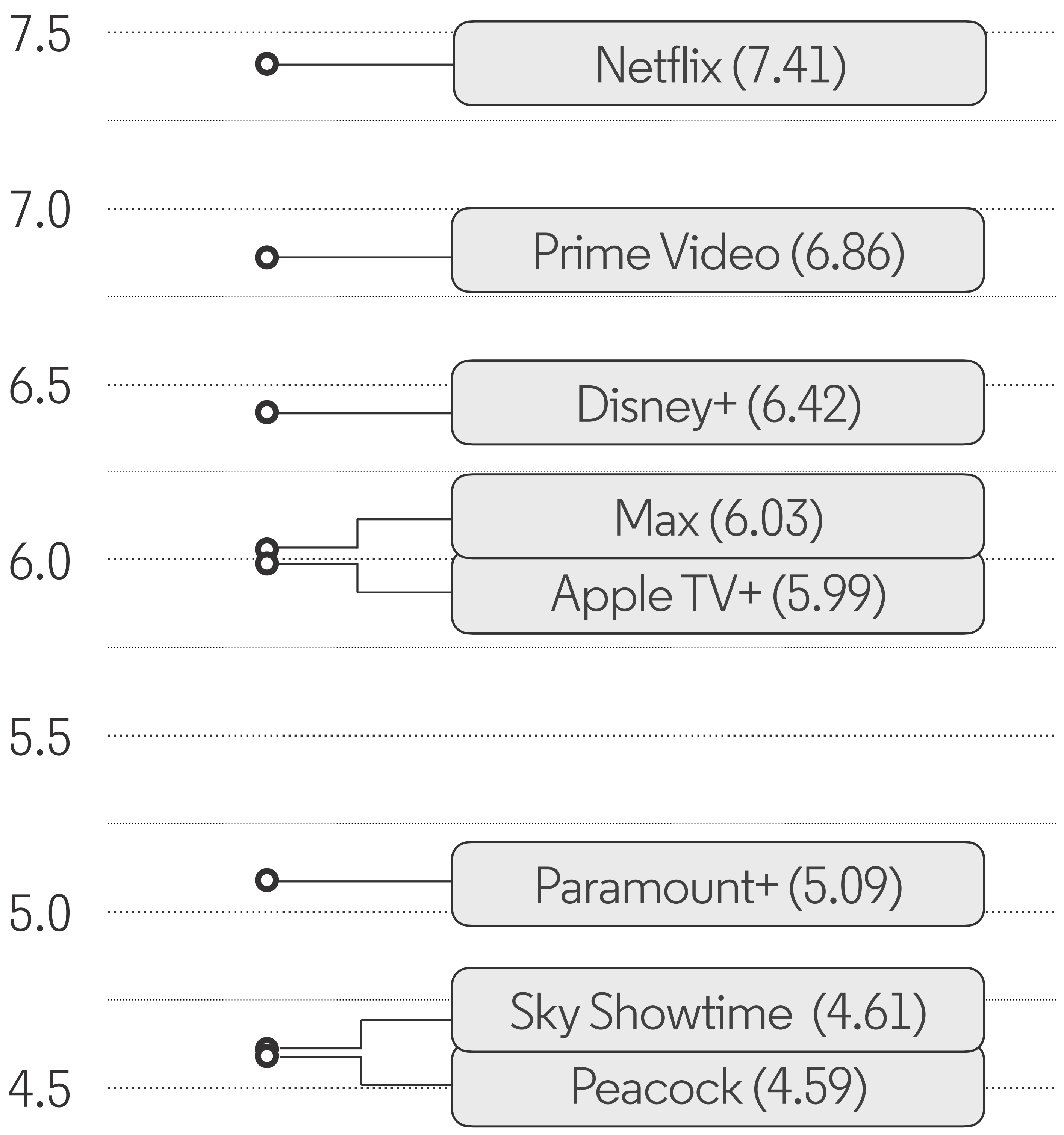
Global Streamer Prospects

43% Respondents ranked Netflix as the #1 streamer for growth in 2025

% Respondents Ranking Streamers as having the highest growth potential



Global Streamer Average Ranking (#10 as highest)



Perhaps unsurprisingly given their standout performance in 2024, **Netflix continues to be ranked highest for growth prospects** by respondents. However, this year their lead has extended significantly with 43% ranking them first versus 27% previously.

Both Netflix and Prime Video retained their positions in the top three from last year.

Last year Max, Apple TV+ and Disney+ were ranked 3rd, 4th, 5th respectively, but they all scored very closely. This year Disney+ has jumped the rankings to third with a stronger response.

3Vision TV Industry Trends & Predictions 2025 | Q. What do you think are the growth prospects in 2025 for the following scripted SVOD services? Please score them all on a scale of 1-10 (10 the highest)

Global Streamer Prospects

Netflix will no longer report subscribers as their focus moves onto other KPIs

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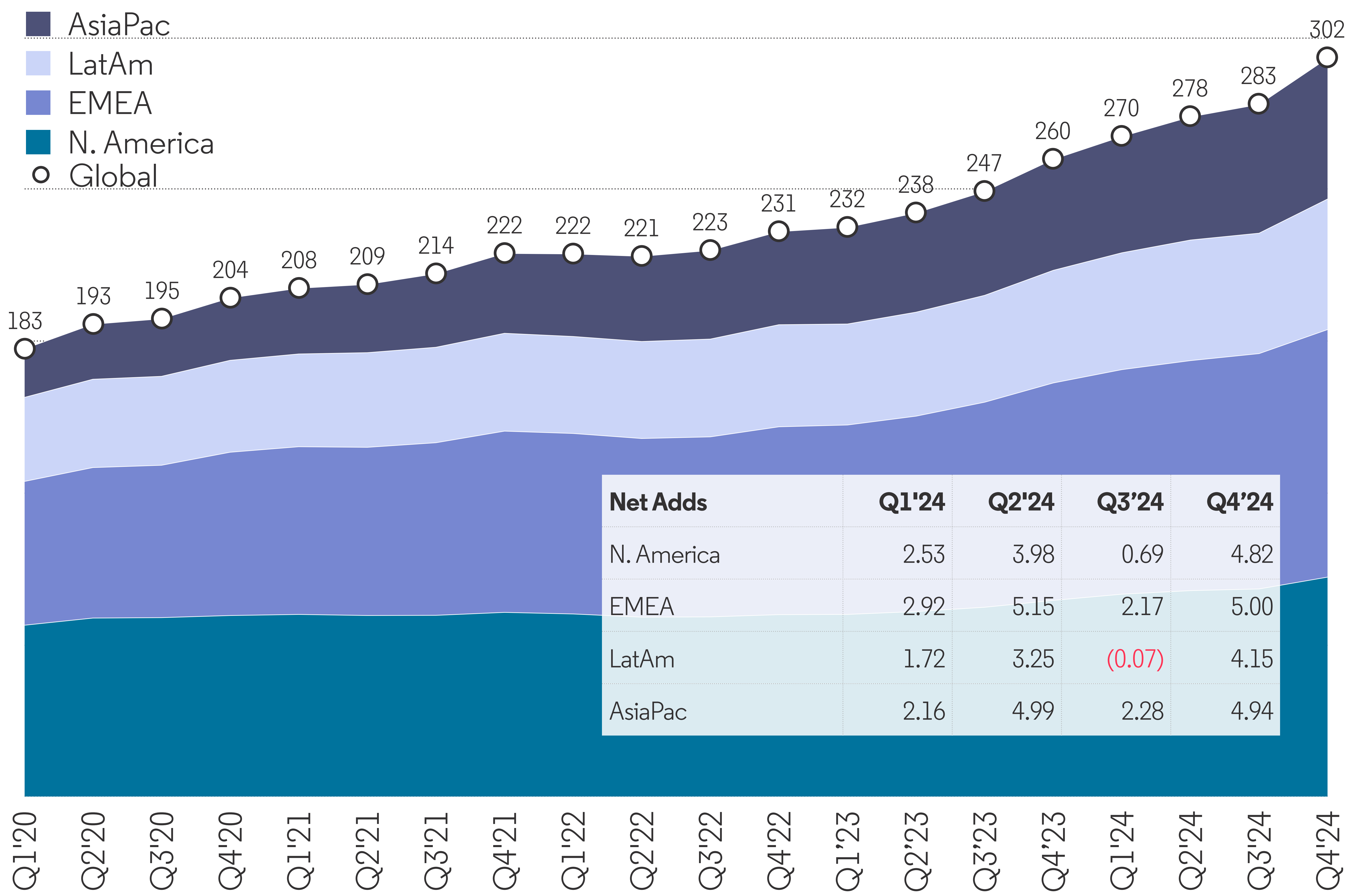
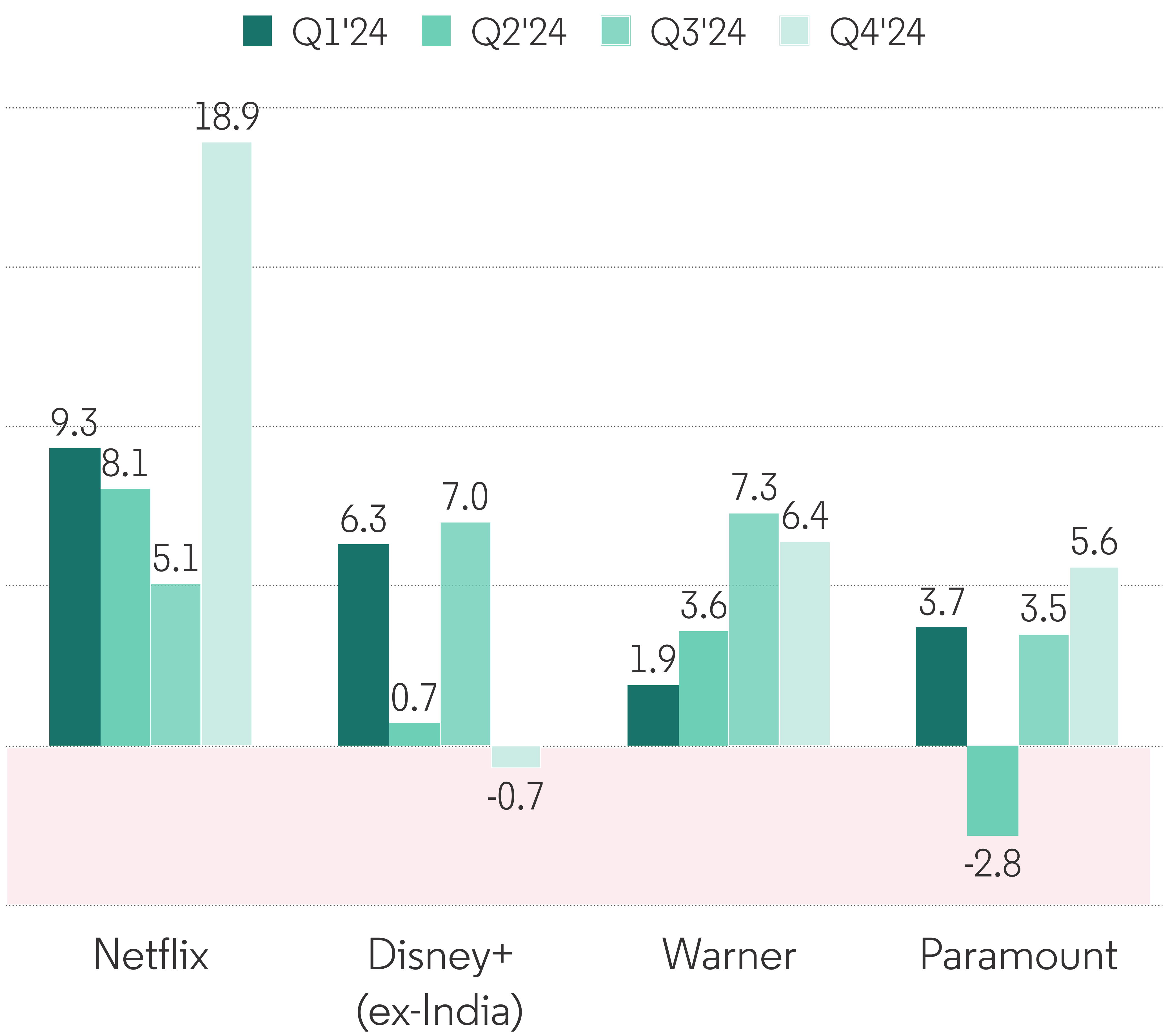
Netflix Subscribers (Millions)



Net Adds	Q1'24	Q2'24	Q3'24	Q4'24
N. America	2.53	3.98	0.69	4.82
EMEA	2.92	5.15	2.17	5.00
LatAm	1.72	3.25	(0.07)	4.15
AsiaPac	2.16	4.99	2.28	4.94

2024 Paid Additions (Millions)



Source: Company Releases

US Studio Pressures

87% of respondents agree that further consolidation between US Studios will become inevitable

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Respondents generally agree that streamers and US Studios are operating in a rapidly changing market, with consolidation likely as **87% believing mergers are inevitable**.

Competition in streaming weighs heavily on responses, with **85% expecting a studio-owned streaming service to shut** as they struggle to scale.

Prominence is key, with **84% agreeing that TV operating systems are gaining influence.**

Non-exclusive content is also on the rise, as **82% think streamers will lean on evergreen titles to keep viewers engaged**. Although responses aren't as resounding productions budgets are likely to stay lower, with **69% saying $10M+ per-hour drama commissions will be rare** and 60% agreeing that services will become more efficient with content.

A more reserved 58% agree that FAANG companies will license content rather than buy legacy media assets.

Statement	Slightly/Strongly Disagree	Slightly/Strongly Agree
With a pro-consolidation U.S. government, further media company mergers seem inevitable.	1%	87%
There will be casualties in the shape of Studio D2C services closing as they fail to reach scale	4%	85%
TV operating systems are gaining influence as placement, prominence, and discoverability become more critical	7%	84%
Non-exclusive content will expand as platforms rely on evergreen titles to drive viewership and retain customers.	7%	82%
The era of the $10M+ per hour drama project is over, with only a few likely each year from the major streamers	15%	69%
Services will become more efficient with content and realise they need less	26%	60%
FAANG companies are not going to buy legacy media assets as they can get content without buying companies	19%	58%

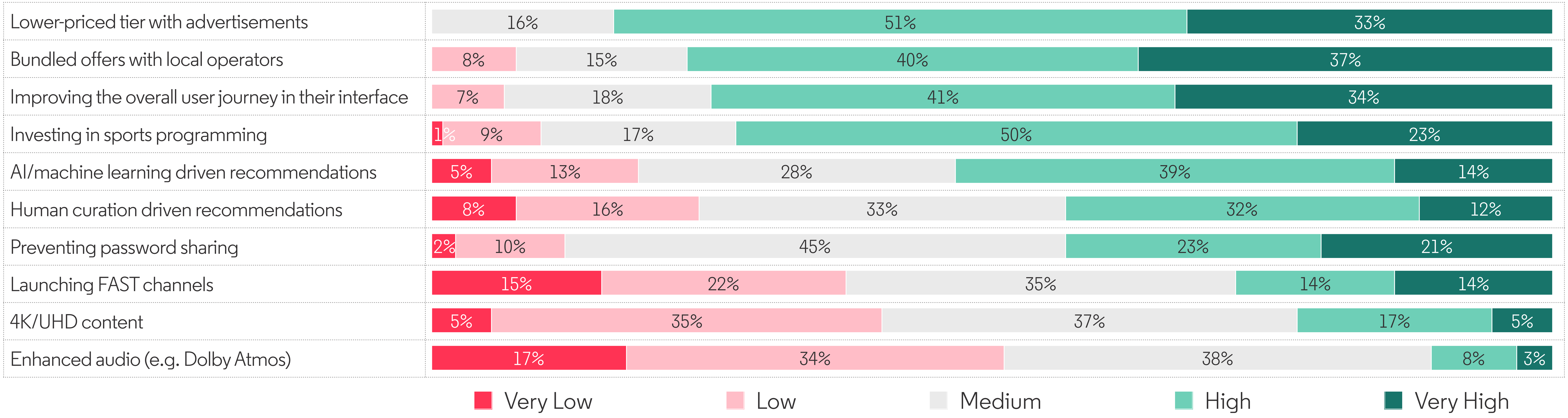
■ Slightly/Strongly Disagree ■ Slightly/Strongly Agree

SVOD Development Areas

An improved pricing proposition - cheaper Ad-tiers and bundled offers - drove the biggest response

SVOD competition intensified in 2024, with platforms innovating in pricing, ad-supported tiers, and password-sharing policies. This year **84% identified lower-priced ad tiers as the most critical growth area**, while 77% highlighted bundled offers with local operators - a decline from 85% last year.

Sports featured strongly this year, reflecting the increased activity in the sports genre with streamers and signposting what will clearly be a big area to watch in 2025. As with last year some technical areas scored lower, but it is no surprise in this relentlessly competitive market for SVOD that **the two leading responses were about delivering a better value proposition to consumers**.



SVOD Bundling

Bundling with another SVOD service continues to be a key area of focus for respondents

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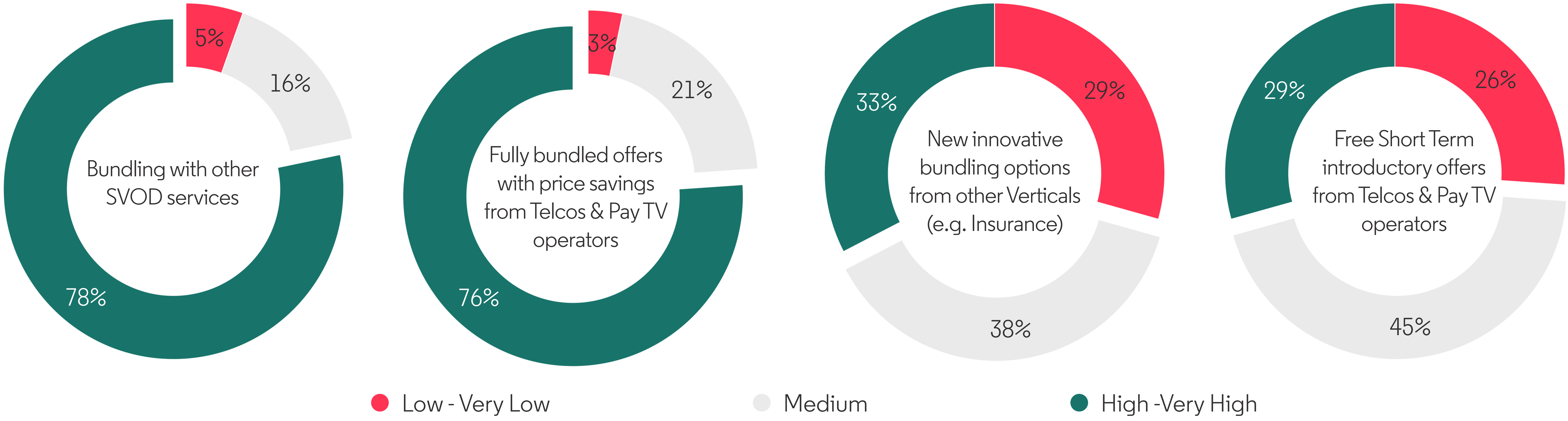
SVOD partnerships and bundling continue to evolve as platforms explore strategies to drive awareness, reach, and retention. **Bundling with other SVOD services remains the top choice**, with 78% of respondents rating it as the most important bundling strategy. 76% highlighted the value of fully bundled offers with telcos, broadband, and Pay TV operators as a key approach to improving affordability and reducing churn, reflecting a growing emphasis on these partnerships. However, opinions on innovative bundling with other verticals and free short-term introductory offers were more divided, indicating **uncertainty about their long-term effectiveness in driving subscriber growth and retention**.



3Vision TV Industry Trends & Predictions 2025 | Q.Bundling is a key area of focus for all SVOD services - what types of bundling are more important for services to focus on in 2025?

Pay TV Investment Areas

UI improvements and OTT SVOD integration rank as the most important area of investment

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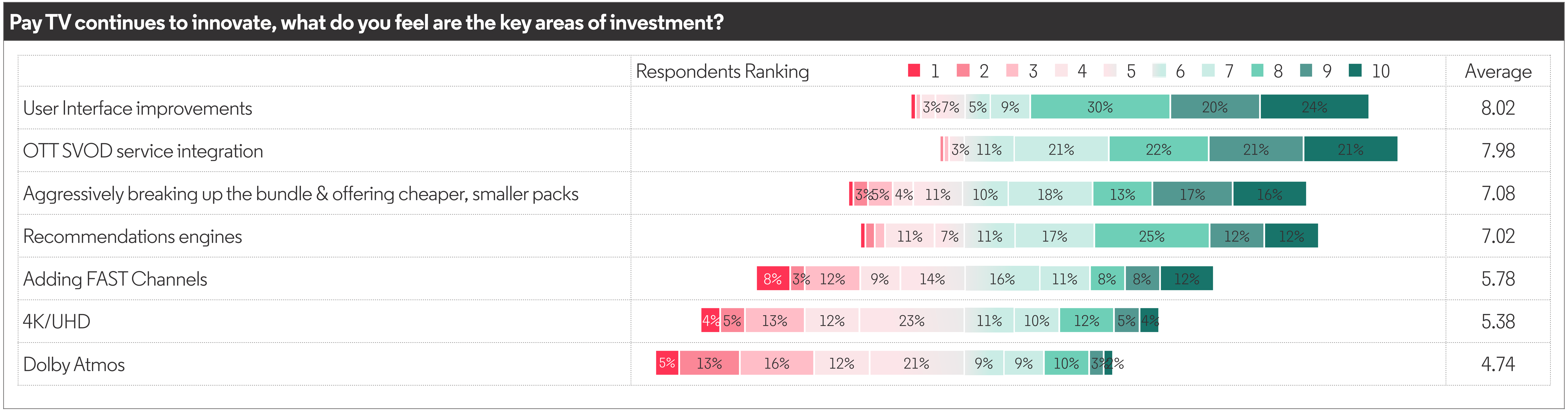


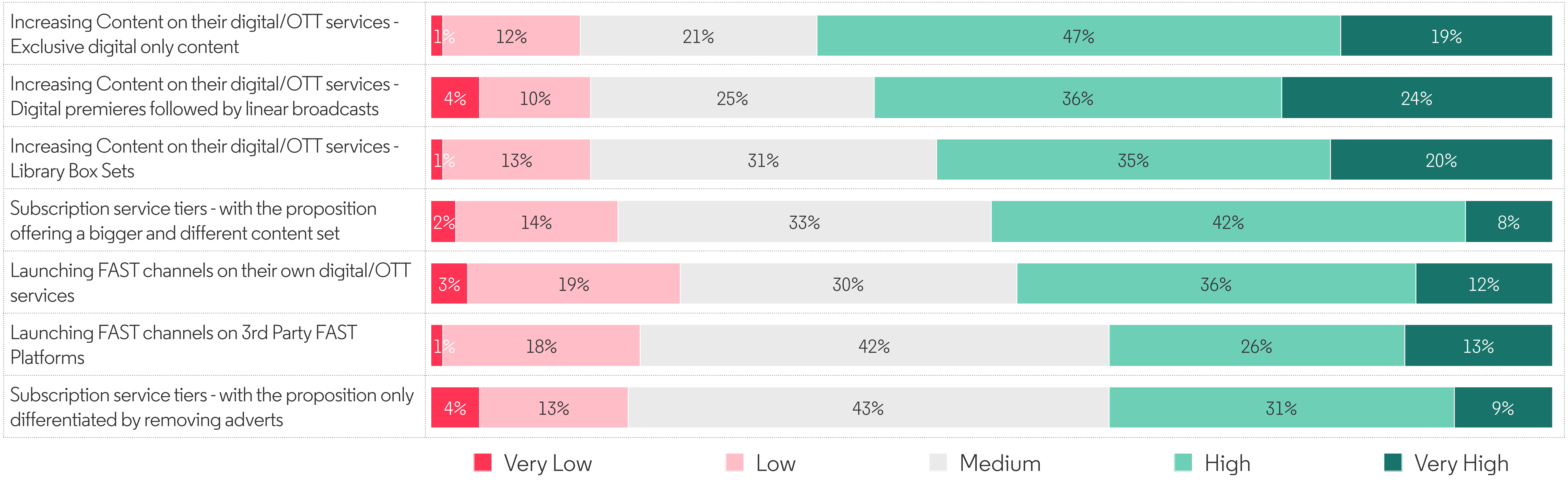
Respondents were broadly in agreement that **a number of areas require focus on innovation from Pay TV operators**, with respondents less keen on more technical improvements and adding FAST channels received a muted response.

User interface improvements secured the largest number of No.01 rankings and the highest average ranking, with a clear need to provide better solutions to viewers frustrated by the fragmented video ecosystem. This aligns with the need to integrate OTT SVOD services and provide recommendations engines, with both areas receiving a strong response. Last year, amidst a cost of living crisis, investment in pricing propositions and offering cheaper, smaller packs was the top investment area, with this now slipping down to third place and perhaps reflecting that work has already been done in this space.

3Vision TV Industry Trends & Predictions 2025 | Q. Pay TV continues to innovate to maintain its roles in homes, what do you feel are the key areas of investment? Please score them all on a scale of 1-10 (10 the highest)

Free TV Initiatives

Increasing Exclusive digital only premiers was ranked the No.01 innovation for Free TV



Exclusive digital content premieres have gained prominence in the Free TV landscape, with 66% of respondents now considering them as most important, up from 59% last year. All areas received a positive response, but the **areas that involved offering content in box set form, free at the point of access all scored highest**, clearly reflecting the priorities that respondents feel that Free TV operators should be focused on. It also mirrors what is happening in the broadcast world, with broadcasters in 2024 increasing all activity in this area.

Free TV Initiatives

2024 Broadcaster premieres in global markets were dominated by Box Set availability

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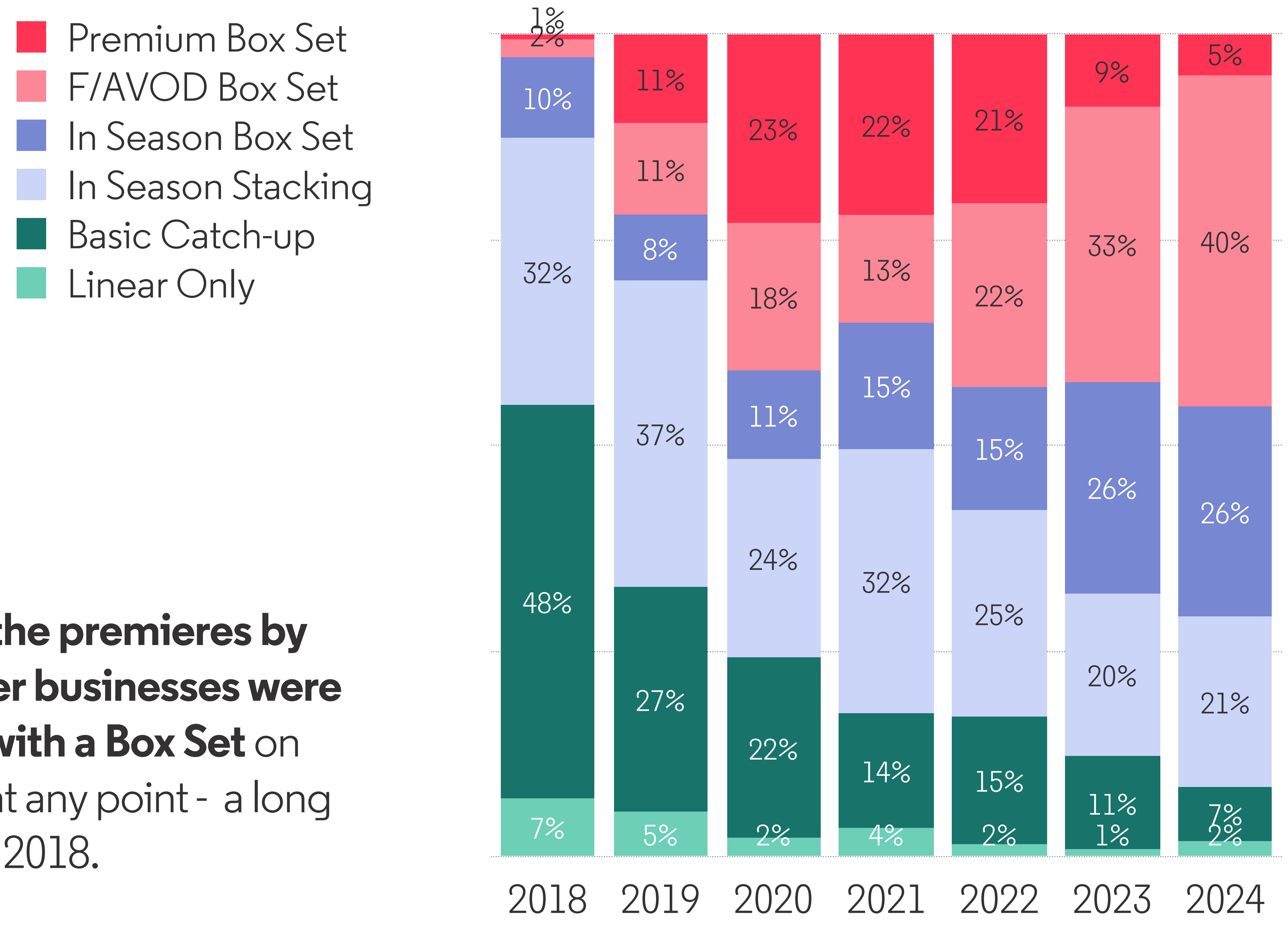
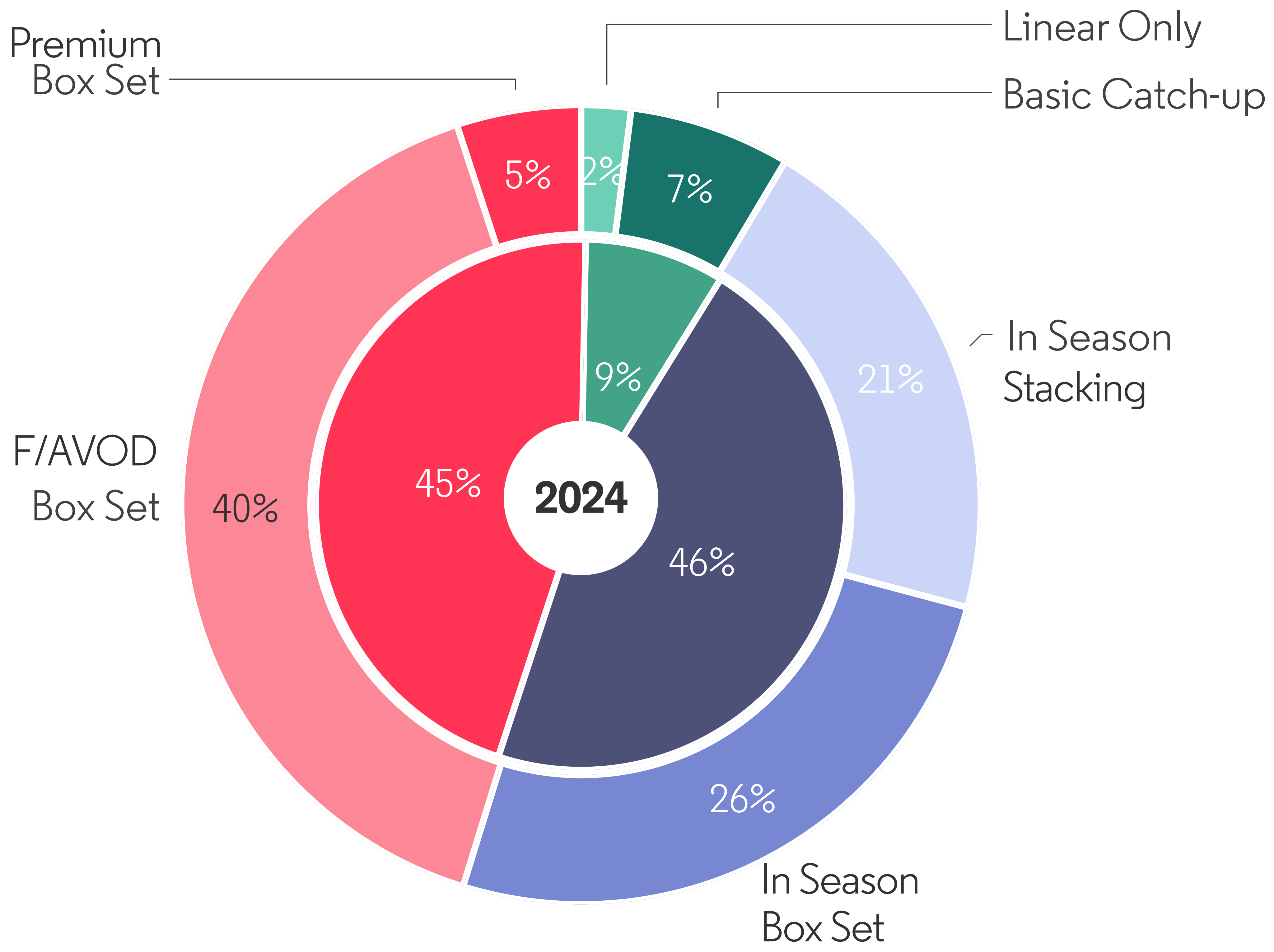
Free TV Broadcaster Businesses Premieres in Nine Global Markets





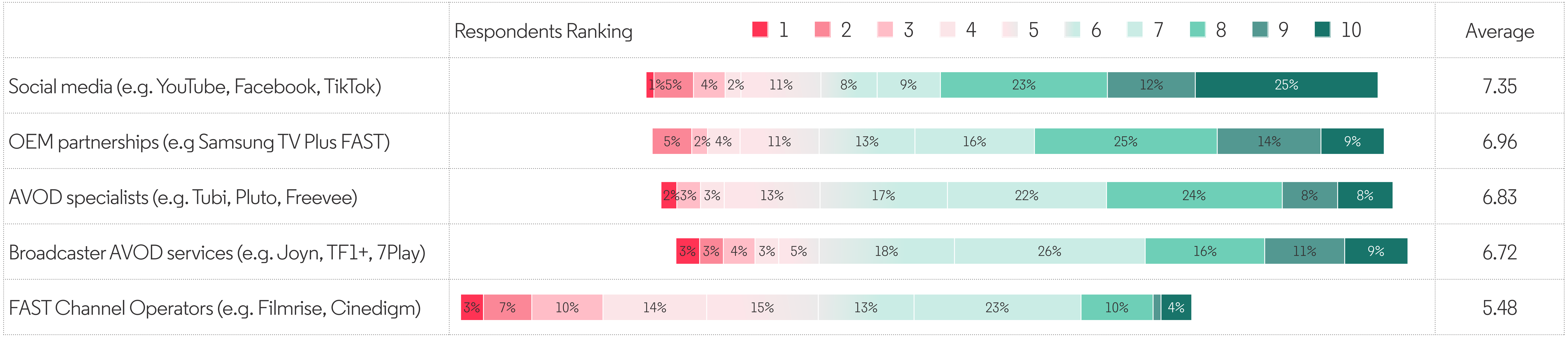
In 2024 only 9% of the premieres by Free TV Broadcaster businesses were not accompanied with a Box Set on their digital service at any point - a long way from the 55% in 2018.

Source: 3Vision Show Tracker (Nov 2024) - Premieres on Free TV owned businesses across UK, Canada, France, Germany, Italy, Spain, Australia, Sweden, and Mexico

AVOD Focus

Respondents now rank Social Media as the best opportunity for AVOD content monetisation

There are many types of AVOD - which present the best opportunity for content monetisation for 2025?



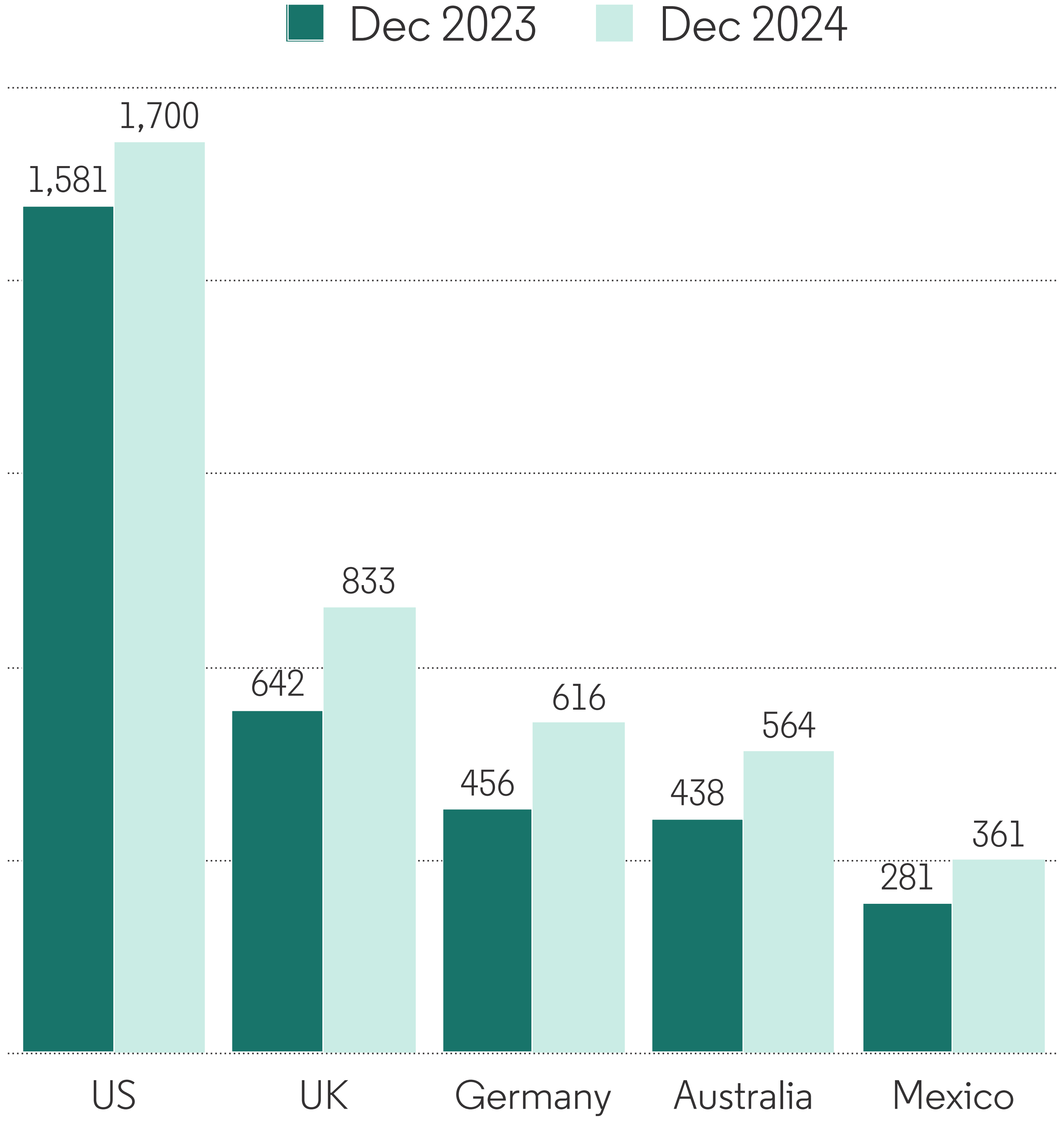
In 2024, the rapid growth of FAST channels continued to draw significant attention, often overshadowing the broader AVOD sector and scoring highly in last years survey. **Reflecting perhaps the broader discussions in the market about the Creator Economy this year, Social Media emerged as the top monetisation opportunity**, with 25% of respondents ranking it #1, dethroning AVOD Specialists, which dropped to third place after leading for two years.

Other opportunities also ranked highly, with OEM Partnerships, AVOD Specialists and Broadcaster AVOD all sitting approximately at the same level of ranking. Only FAST Channel Operators scored lower, perhaps reflecting the desire by many to improve monetisation through more direct relationships.

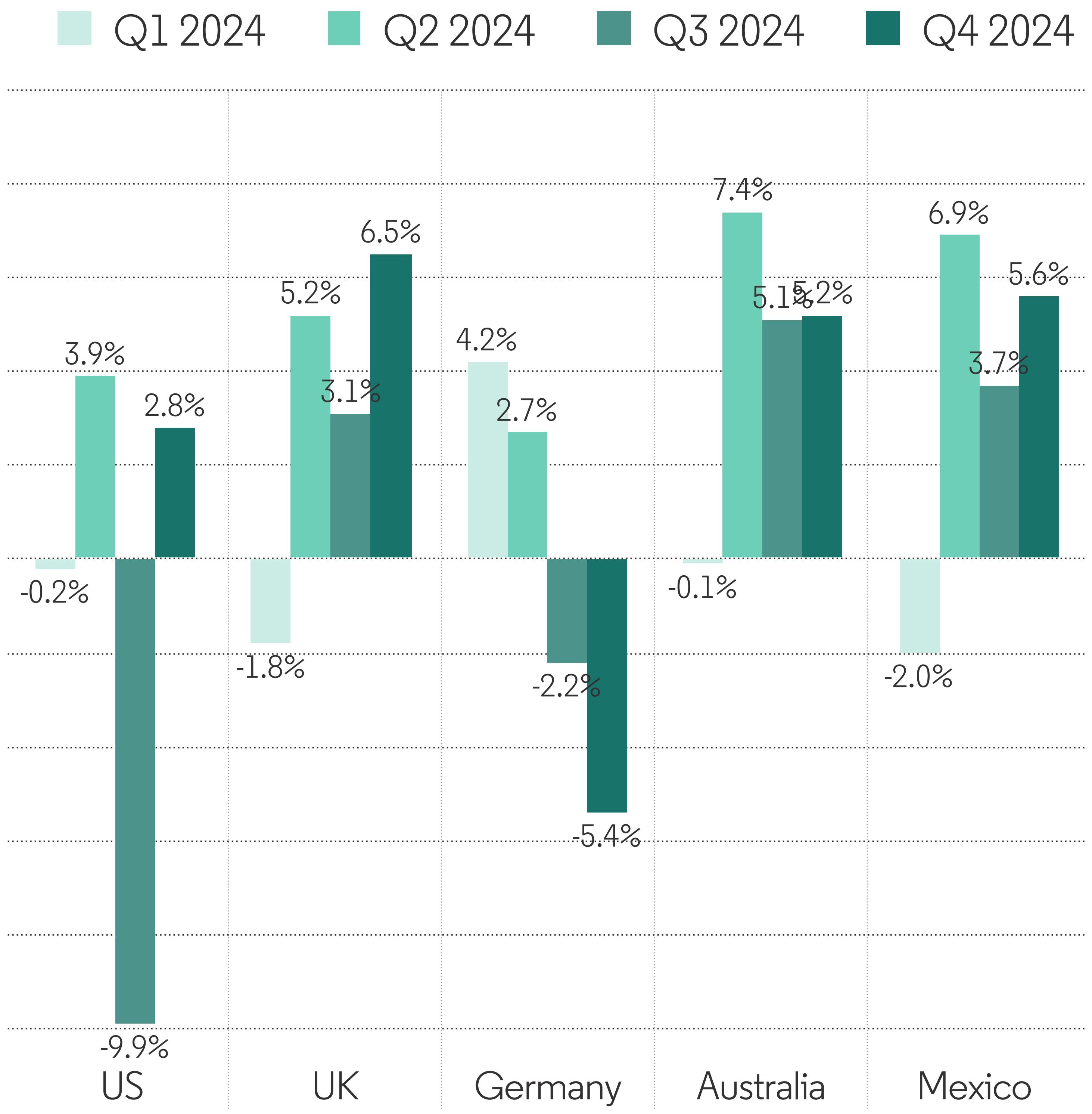
AVOD Focus

2024 continued to be a year of growth for FAST, but also refinement

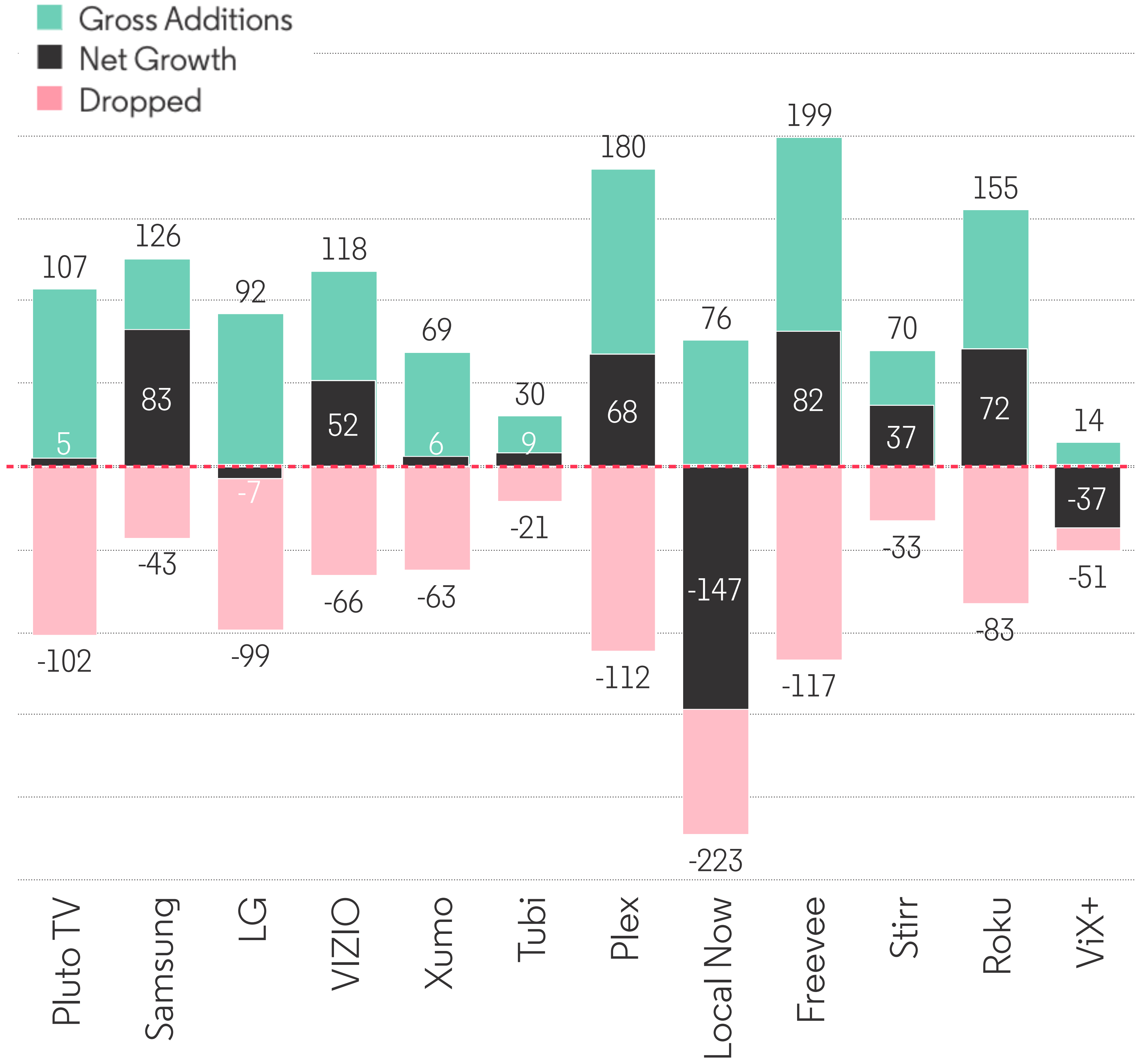
No. Of Unique FAST Channels by Market



2024 QoQ % Average Channel Volume Growth by Market



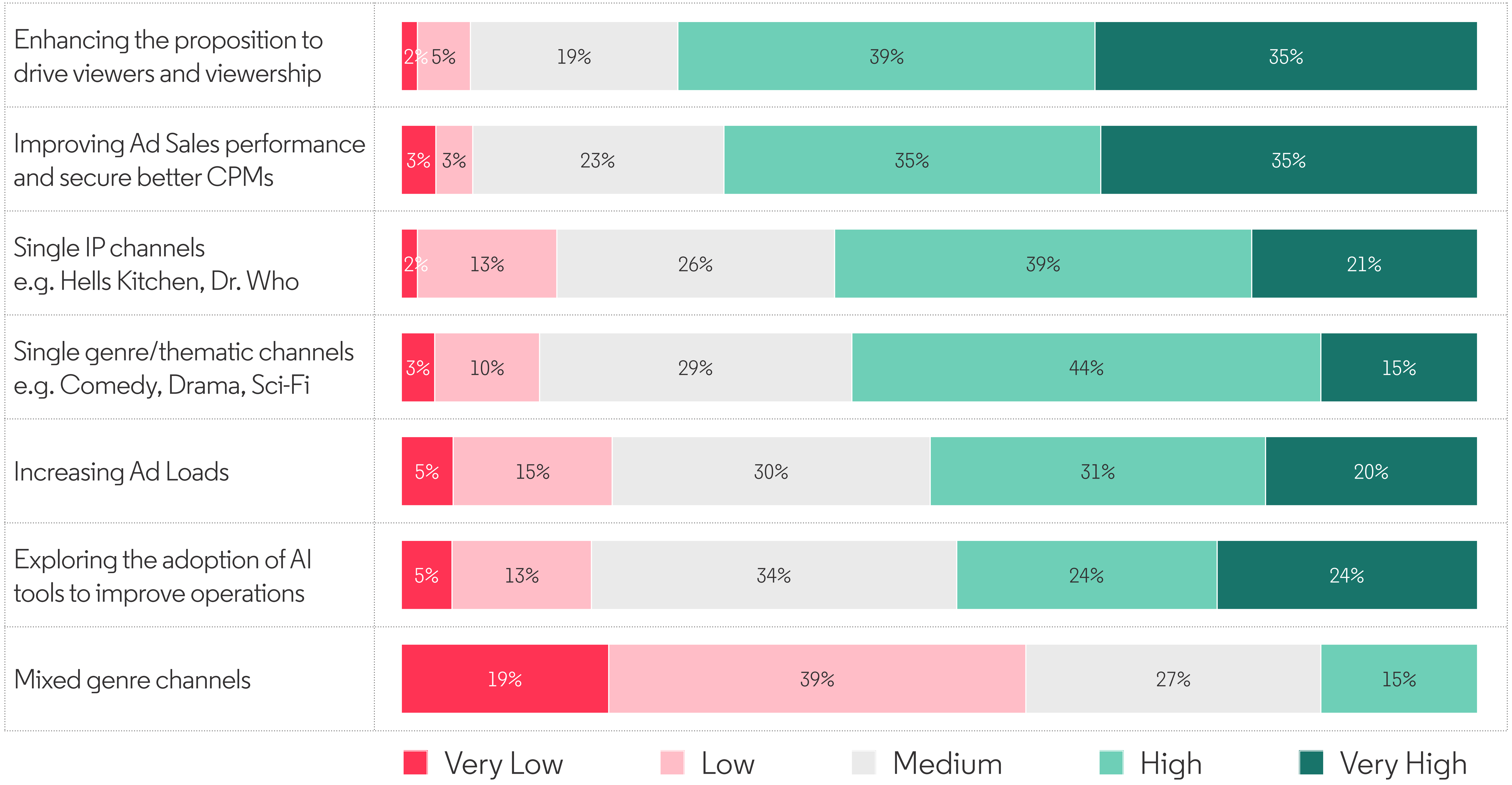
Volume of Channels Added/Dropped in the US in 2024



Source: 3Vision FAST Tracker (2024) and Stream Metrics

Investment Areas in FAST

Operational Improvements are key to improve financial returns in FAST



The top two responses for FAST investment focused on **operational improvements** that support driving an **improved proposition and viewers/viewing** (ranked by 74% as High to Very High importance) and improving **Ad Sales performance** (70%).

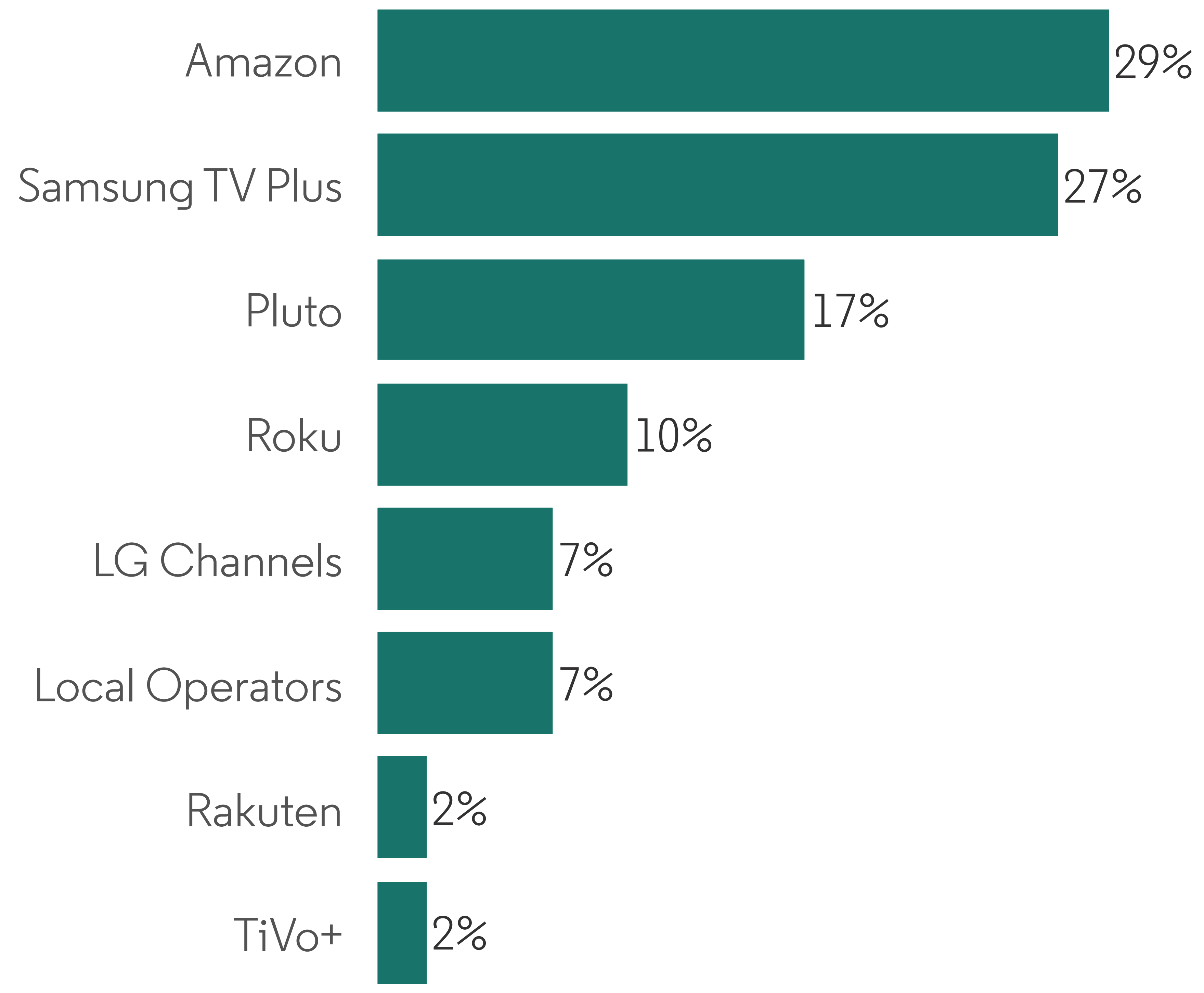
Almost half (48%) ranked th importance of Exploring the adoption of AI tools as High to Very High and 51% felt the same way about increasing Ad Loads.

Investment focus **Single IP and Single Genre Channels remains steady** compared to last year, while **Mixed Genre Channels continue to generate weaker feedback** now falling to 15% ranking it High to Very High, down from 19% last year.

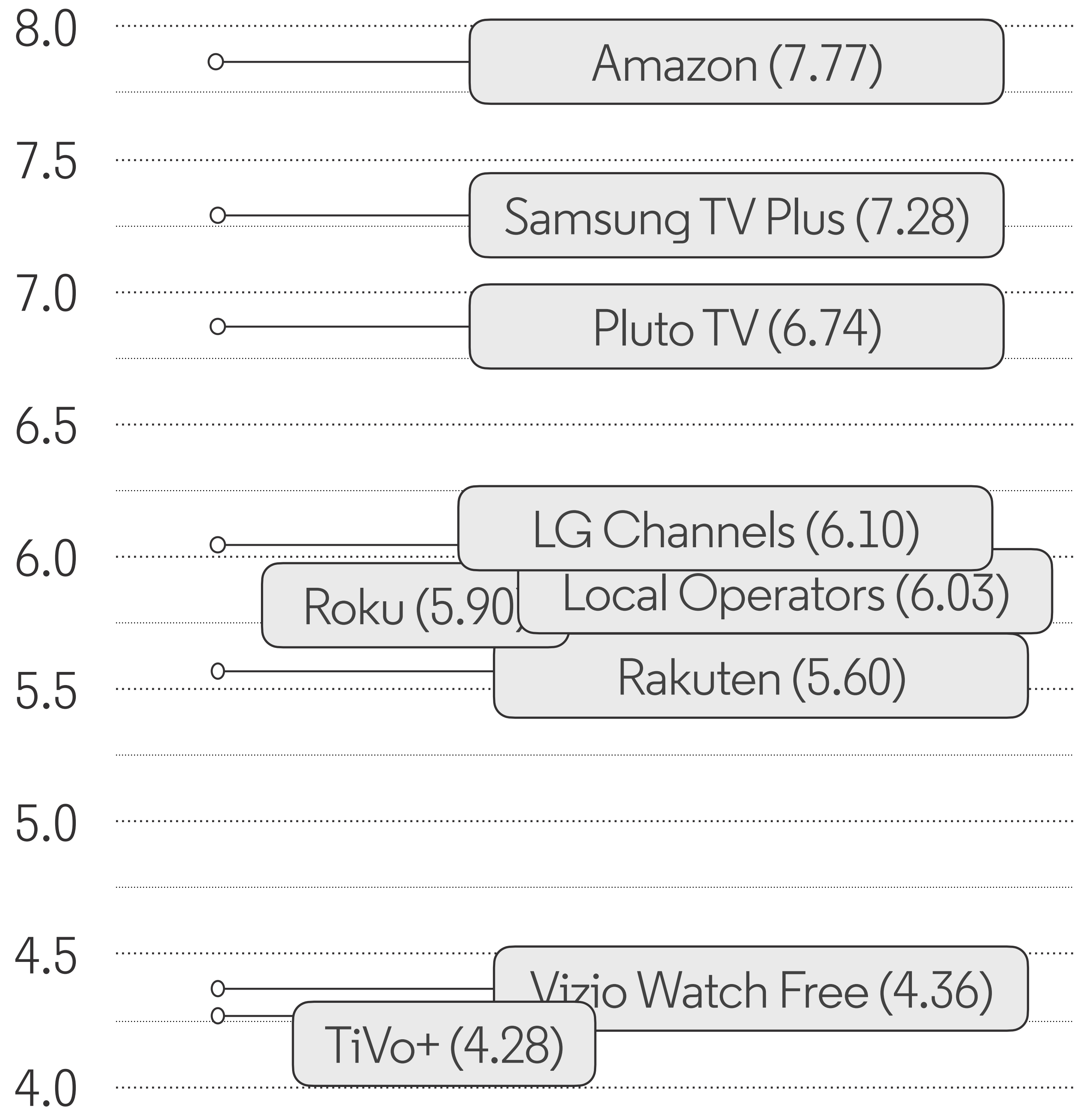
Global FAST Prospects

Respondents ranked Amazon as the top FAST service for ex-US prospects

% Respondents Ranking FAST Services as having the highest growth potential



FAST Service Score ex-US (#10 as highest)



FAST has seen strong growth in the US, but with wildly different market characteristics it **shows a very different pattern of development in the rest of the world.**

Understanding the relative merits of different services is complicated by the varied nature of global markets, but **Amazon, Samsung and Pluto were the top three responses** in terms of both average scores and those choosing them as the number one service.

With some services currently having a very low footprint outside of the US it is unsurprising that they appear lower on the scale. It is somewhat surprising that Roku managed to register 10% of the number one responses despite its major stronghold being in the US.

3Vision TV Industry Trends & Predictions 2025 | Q. How would you rank the prospects of the following services outside the US, based on their presence in multiple territories in 2025? Score 1-10 (10 the highest)

US Studio Content Monetisation Strategies

82% Respondents agreed that Studios will sell more content in the second window post D2C

Studios are shifting their content distribution strategies, balancing D2C services with third-party licensing. **82% of the respondents agree that studios will sell more content to third parties post vertical integration**, ensuring initial exclusivity while windowing to generate more revenues. With significant variation by local markets its unsurprising to see some positive responses across all areas, reflecting the **varied and innovative approach that will need to be taken to balance sales and services** to optimise revenues. 60% believe sales will be limited to non-core content whilst 56% believe that Studios will pivot to allow 3rd Party services the first window premiere.

Statement	Disagree	Neutral	Agree
Studios will sell more content to third parties - after premiering on their own D2C services	4%	14%	82%
Studios will sell more content to third parties - but do more non-exclusive deals, holding on to rights for owned D2C services also	7%	26%	67%
Studios will vary activity and make trade-offs by market between selling content to third parties and holding on to it for owned D2C services	9%	24%	67%
Studios will sell more content to third parties - but limit it to non-core content	15%	25%	60%
Studios will sell more content to third parties versus premiering on their own D2C services	22%	22%	56%

3Vision TV Industry Trends & Predictions 2025 | Q. Studios have been actively targeting more content sales in addition to D2C Activity. Which of the following statements do you agree/disagree with?

Studios Content Monetisation Strategies

2024 saw Studios looking at selling content more in addition to premiering on owned services

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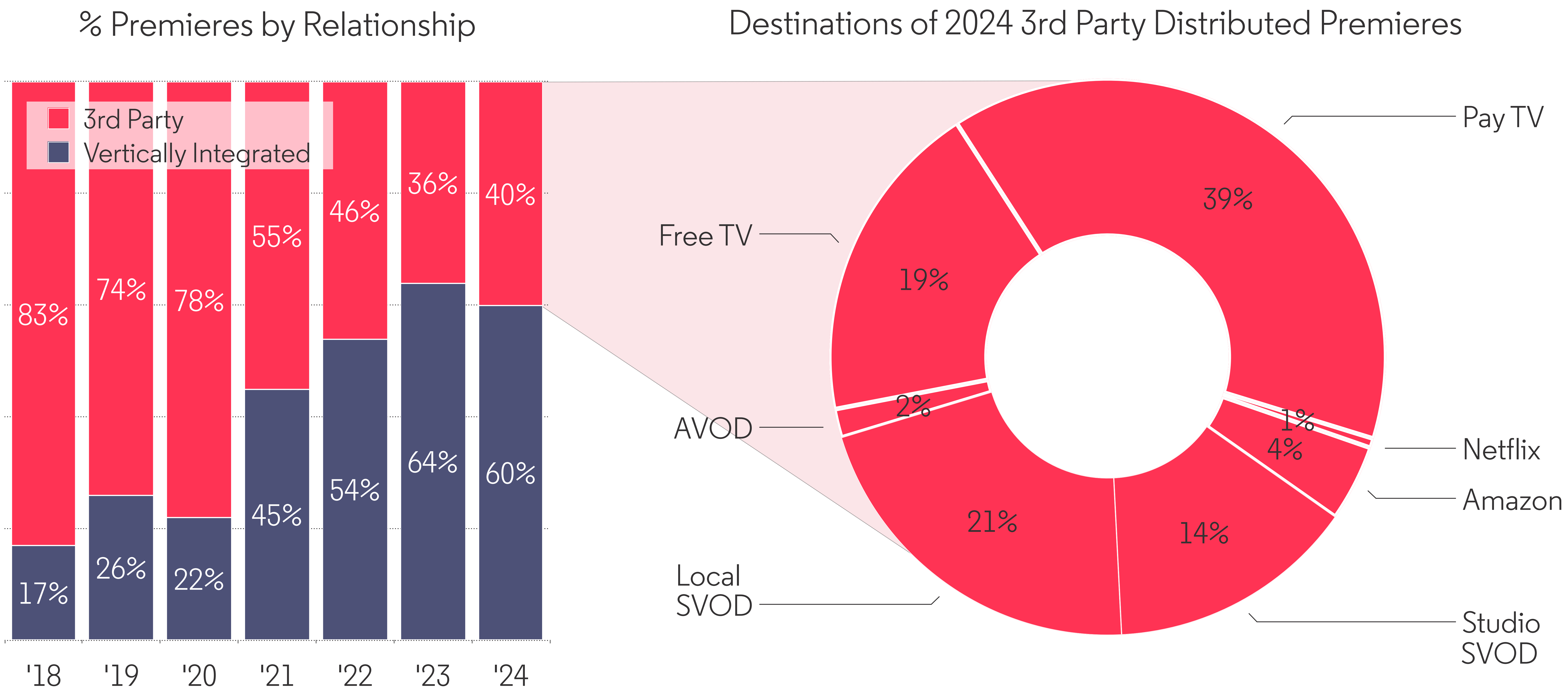
US Studios significantly increased the pipelining their own content to their own D2C services as they rolled out in global markets.

However, with challenges to the D2C model and investors demanding a focus on profitability we may have seen the peak of this activity.

With pressures on to reduce costs and generate revenues there are clear signs they are returning to selling content to 3rd Party services in addition to growing SVOD.

In key global markets 40% of Studio First Window premieres were on 3rd Party services in 2024, up from 36% in the previous years.

First Window Premieres by Calendar Year of Studio Distributed Shows across Nine Global Markets



Source: 3Vision Show Tracker (Oct 2024). Australia, Canada, France, Germany, Italy, Mexico, Spain, Sweden, UK

Content Windowing

Windowing activity will increase across the board as stakeholders look to optimise revenues

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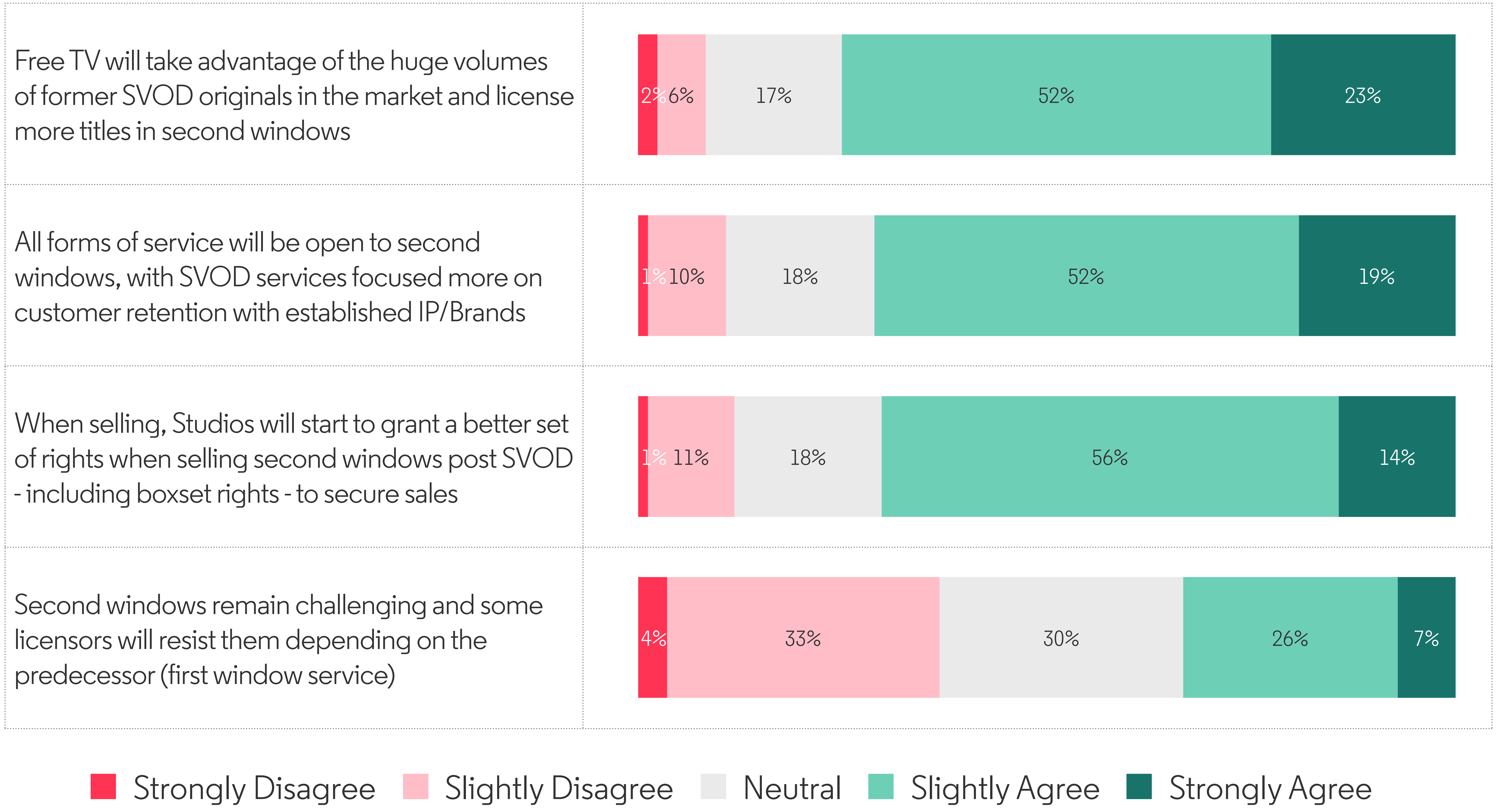


Studios are expanding second-window activity to boost monetisation post-SVOD. **75% agree Free TV will license more former SVOD originals in second windows**, while 71% support broader second-window availability across all services.

70% of the respondents believe that studios need to offer better set of rights post SVOD to secure sales - no doubt focused on the Box Set availability that is critical now to broadcasters in addition to SVOD service providers.

Respondents showed notable disagreement (37%) with the possibility that licensors will resist buying second windows depending on the predecessor. Clearly individual market dynamics will come to play as windows sequencing and utilisation adjusts before finding any kind of equilibrium.

Studios Content Monetisation Strategies

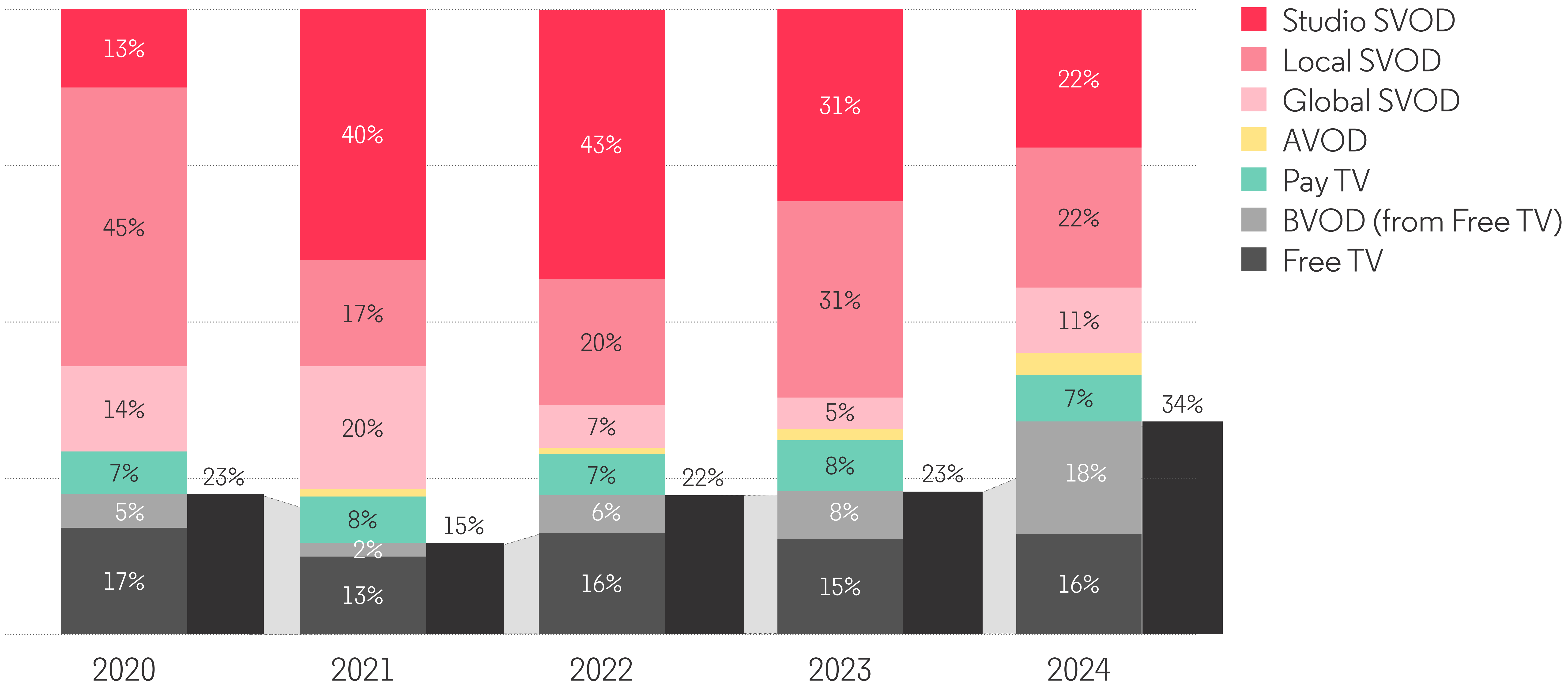
2024 saw a significant increase in second window licensing on BVOD services

By looking at premieres on US/UK Scripted TV Series you are able to see a clear jump in activity from Free TV Broadcast businesses with second widow acquired shows.

34% of New Season Second Window premieres in 2024 were on Free TV Broadcaster services, including **18% on Broadcaster VOD (BVOD), up from 8% in the previous year.**

Innovation by Free TV Broadcasters with their digital services has driven increased volumes on their services throughout 2024 as they try to capitalise on their reach and grow viewing. This has combined well with the Studio need to window more content post-SVOD, giving them a natural home.

Second Window Market Premieres of US/UK Scripted TV Series by Type of Service
Nine Global Markets

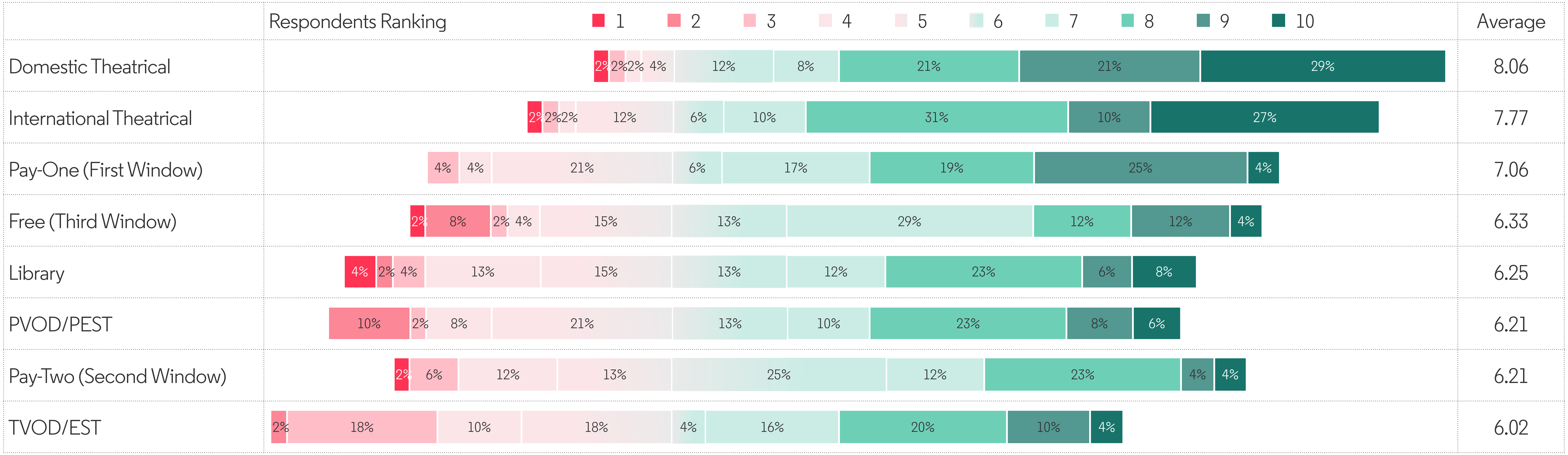


Source: 3Vision Show Tracker (Nov 2024). Includes UK, Canada, France, Germany, Italy, Spain, Australia, Sweden, and Mexico.

Movie Releasing

34% Respondents ranked Domestic Theatrical as the best window of release by importance/value

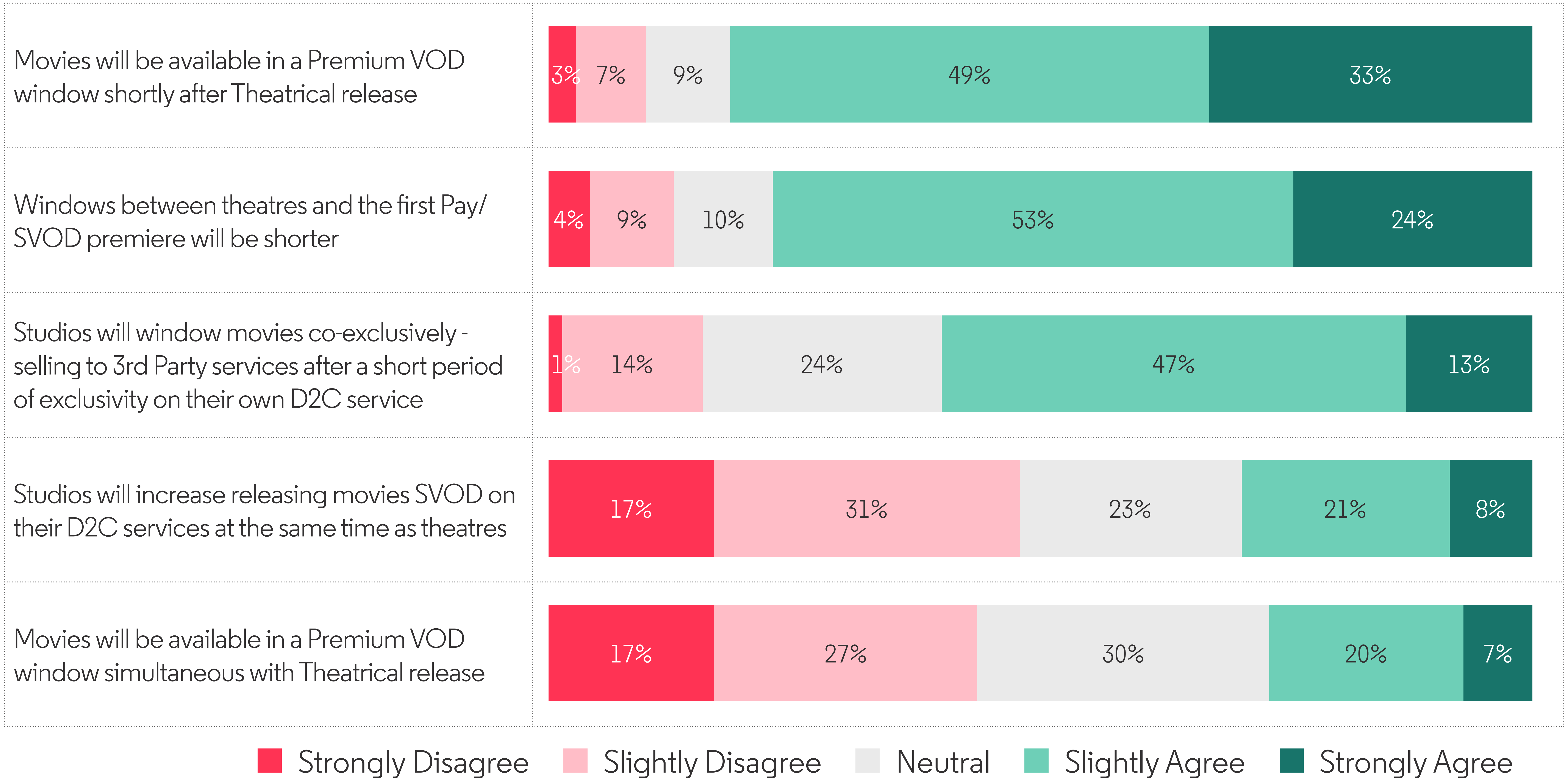
How do you rank the various windows of release by importance/value



2024 saw the a return to big Theatrical releases as Studios started working through the movie release windows rather than prioritise releases on their own SVOD services. The value of movie release windows features strongly in Studio minds, with the US Domestic Theatrical release averaging 8.06 (with ten being the highest) and leading the options.

Movie Releasing

82% agree that Movies will be available in a Premium VOD window shortly after Theatrical release



Traditional movie release patterns have seen significant disruption over the last four years. With studios returning to theatrical releases followed by additional windows respondents are in agreement that **windows will be offered on PVOD shortly after Theatrical and that timings to Pay One will shorten**.

The vast majority (82%) agree that **movies will be available on Premium VOD shortly after theatrical release** and that (77%) Pay One will come quicker after Theatres.

In terms of co-exclusivity, 60% believe that after a short period on their own D2C service Studios will offer titles co-exclusively on another service.

3Vision TV Industry Trends & Predictions 2025 | Q.Movie Release windows have seen significant change over the last few years. How do you see the market going forward? Which of the following statements do you agree/disagree with?

Movie Content Windowing

Taking titles form Theatrical through all the windows is back, albeit with adjustments

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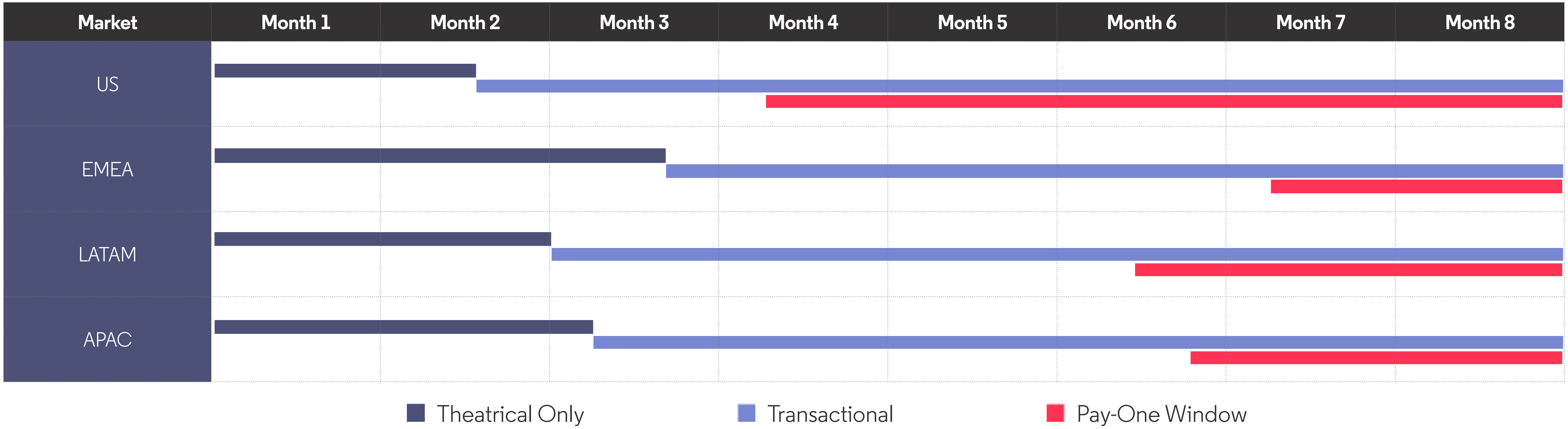
Fast routes to vertical integration in the US leads the major studios to providing a speedy Pay-One window on average for US movies, after both a PVOD and TVOD window. Elsewhere both transactional and Pay-One occurs later than the US, with the EMEA in particular later thanks to traditional Pay TV buyers.

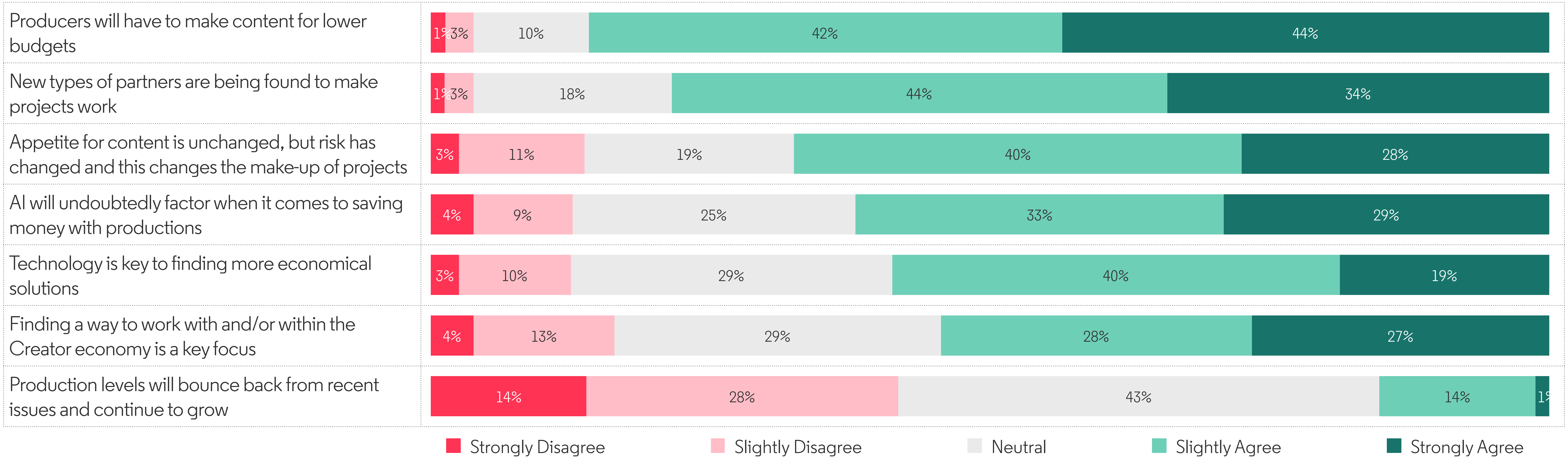


Source: 3Vision Movie Tracker - Median Average Release Timelines for 2023 and 2024 Movies in US - Transactional Average Includes PVOD/PEST and TVOD/EST. Studios: Amazon MGM, Disney, Lionsgate, NBCUniversal, Paramount, Sony, Warner

Production Market

Content will need to be made for lower budgets and new partnerships models will need to be found

With **budgets needing to be lower** (86% respondents agreeing) respondents also agreed that **new partnerships are increasingly vital** (78%) and that projects will need to be put together in different ways (68%). AI's role in cost reduction is seen as significant (62%) and Technology's potential to provide more economical solutions is recognised, but opinions are divided. **Working with the Creator Economy is generally viewed positively** but it also generates considerable uncertainty. Overall when asked to respond to the potential for production levels to bounce back and return to growth 42% were negative and 43% neutral, with **only 15% more positive about emerging from an era of content austerity**.



3Vision TV Industry Trends & Predictions 2025 | Q. An under pressure production market is showing signs of recovery but the industry is having to work hard and do things differently in a relentlessly competitive market where costs are still being squeezed. Which of the following statements do you agree/disagree with?

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