The meteoric rise of streaming platforms in the past 10 years has fundamentally changed the film and television industry and prompted a hot debate as to whether this digital shift is injuring traditional media. Although critics claim that streaming sites are destroying cinema theaters and stripping the legacy business models, a cautious study of recent peer-reviewed literature explains that the streaming effect on the film and television system is not so straightforward; it presents both threats and opportunities. In summary, streaming services are not so bad; however, they are a disruptive force that requires the industry to become more adaptable and be innovative once again. First, it should be stated that streaming, or video-on-demand service, has broken the traditional methods of distribution of movies and television and questioned the old economic approaches. The list includes Netflix, Disney+, and Amazon Prime Video, which facilitated the way people consume content by offering an incredible variety of movies and shows anytime, regardless of the film's release date or their scheduling (Boccio, 2025). It has caused revenue streams to move beyond the box office and broadcast advertising to be more subscription and ad-supported platforms, making studios, cinemas, and networks rethink their financial strategies. According to Zhongyu & Hashim, 2025, the growth of streaming has caused the creation of alternative direct-to-consumer distribution models, which have smashed the traditional cinema paradigm and redefined production economics in the global market. The major issue is that such interference can harm the movie theater attendance and the cinematic experience. Research indicates that younger viewers especially appreciate the convenience and affordability of streamlining as opposed to going to the movie theaters, a trend that the COVID-19 pandemic increased immensely (Deavours, 2023). Cinemas were previously experiencing a drop in attendance

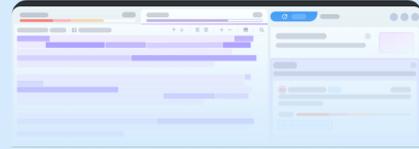Clear Text        Scan

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