

# streaming in 2025: a new era of entertainment

**David Salmon**

evp & managing director  
International,  
Tubi

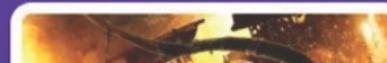
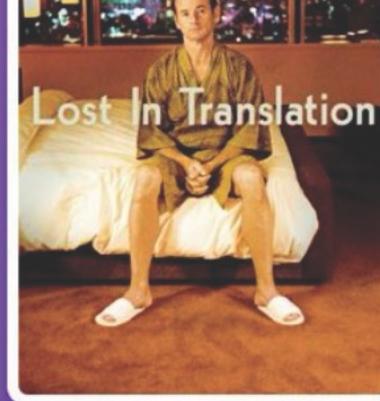


# tubi

IAB AUSTRALIA - VIDEO SUMMIT

JUNE 2025

Private & Confidential, Tubi 2025



# TUBI IS STREAMING'S BIGGEST GROWTH STORY

**97m**

**MONTHLY  
ACTIVE USERS**

**10b**

**STREAMING HRS  
ANNUALLY**

The Verge

US television

**'Virtual video store appeal': how Tubi became America's best free streaming service**

The Guardian

Arts · Commotion

**How did Tubi become the streaming service of the moment?**

CBC

SUCCESS · STREAMING

**Tubi becomes a modern-day David and Goliath story, soaring above other streaming giants**

FORTUNE

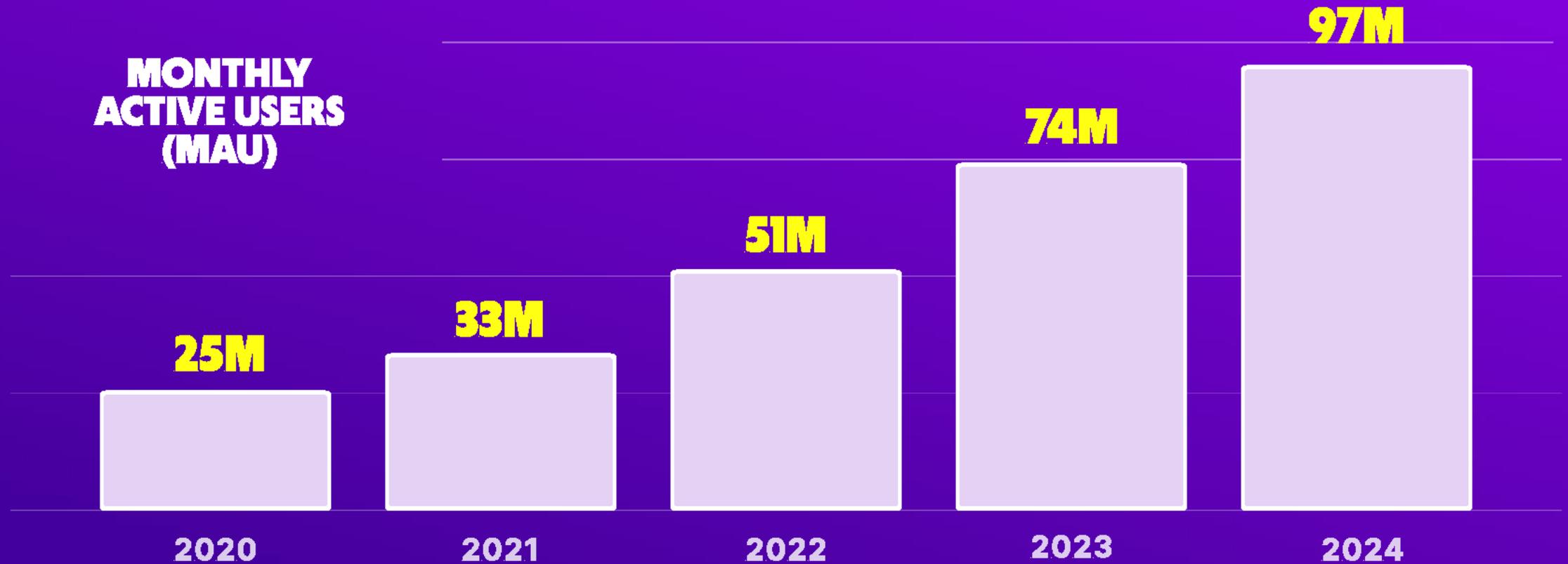
HOLLYWOOD INC.

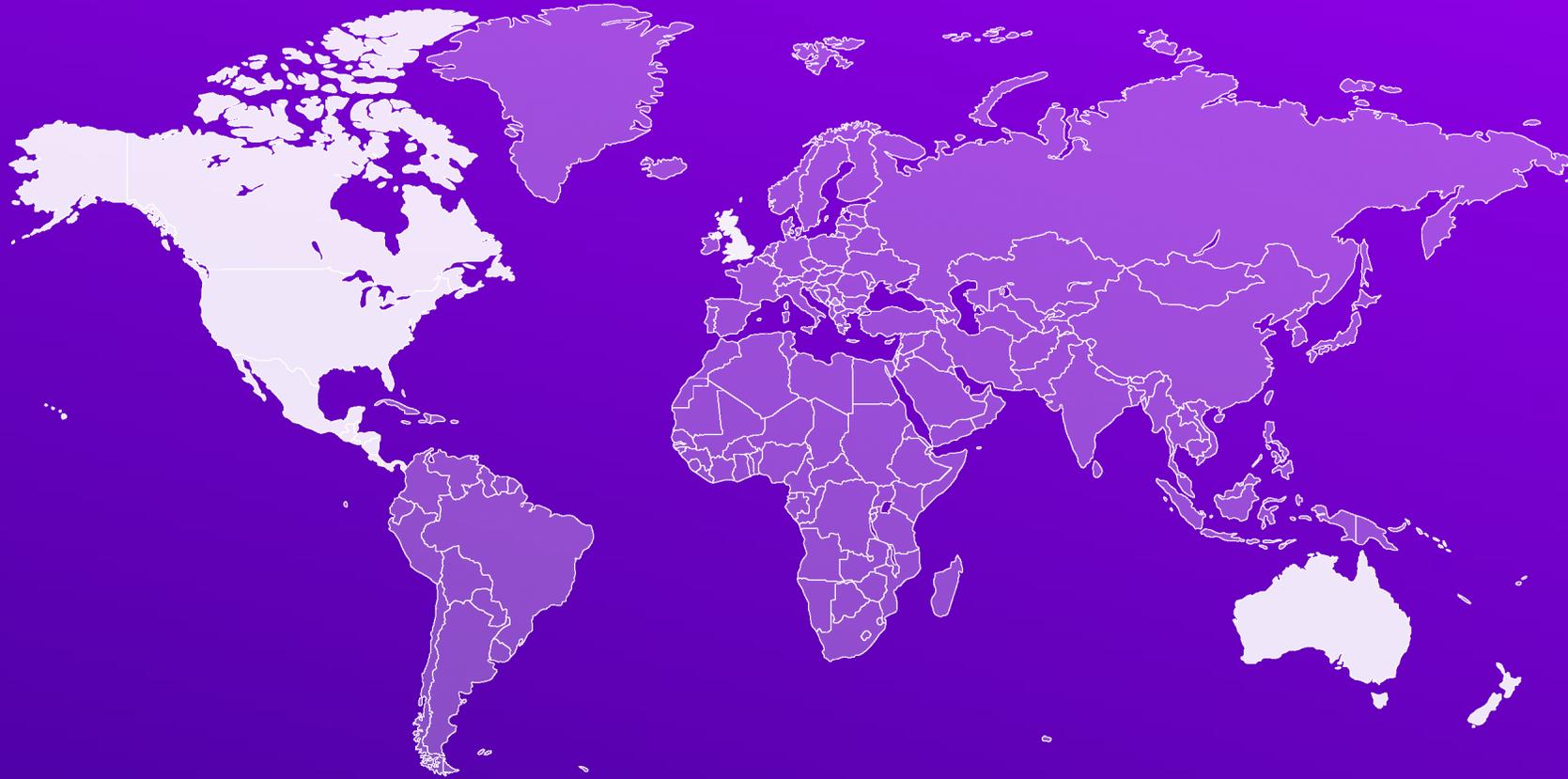
**As streaming becomes more expensive, Tubi cashes in on the value of free**

Los Angeles Times

NEWSWIRE

# LOVED BY A LARGE AND RAPIDLY GROWING GLOBAL AUDIENCE





# AVAILABLE TO CONSUMERS IN 11 COUNTRIES

Tubi is live in 11 markets, including Canada, Australia and the U.K.

# THE LARGEST PREMIUM, BRAND-SAFE LIBRARY IN THE WORLD



Tubi's content offering includes **Hollywood blockbusters**, **endless TV boxsets** & **brand-affirming Tubi Originals**



**Wide-ranging, judgement-free** choice allows consumers to deep dive into their fandoms & passions



Content localised to each market, providing a mixture of **local favourites** combined with **global hits**



**PITCH OVER**



# **TWO MAJOR GLOBAL TRENDS WE ARE SEEING ACROSS MARKETS (AND WHAT THEY MEAN FOR MARKETERS...)**

# TWO MAJOR GLOBAL TRENDS WE ARE SEEING ACROSS MARKETS

(AND WHAT THEY MEAN FOR MARKETERS...)

## 1 FRAGMENTATION & FANDOMS

# TWO MAJOR GLOBAL TRENDS WE ARE SEEING ACROSS MARKETS

(AND WHAT THEY MEAN FOR MARKETERS...)

**1**  
**FRAGMENTATION  
& FANDOMS**

**2**  
**THE RISE OF  
NEW-STALGIA**

# FRAGMENTATION & FANDOMS

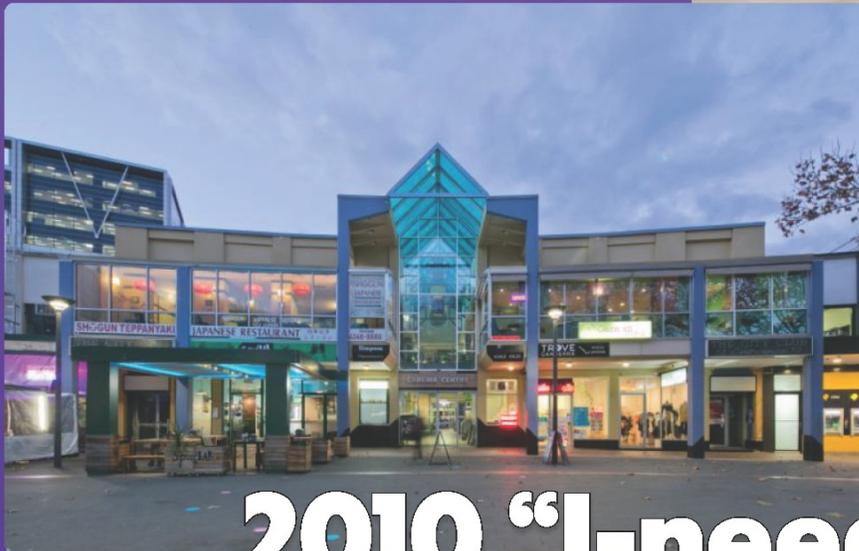
**FRAGMENTATION OF AUDIENCES  
AND THE GROWTH OF VERTICAL  
FANDOMS IS ONLY INCREASING**

**THE INTERNET HAS UNWOUND  
TRADITIONAL SUPPLY CONSTRAINTS  
IN MANY INDUSTRIES...**

**THE INTERNET HAS UNWOUND  
TRADITIONAL SUPPLY CONSTRAINTS  
IN MANY INDUSTRIES...**

**AND IT'S COMPLETELY CHANGED  
CONSUMER EXPECTATIONS AROUND  
CHOICE AND PERSONALISATION**

**FRAGMENTATION  
& FANDOMS**



**2010 “I-need-  
new-shoes”  
starter pack**



FRAGMENTATION  
& FANDOMS

# 2025 “Copping the drop” lifestyle kit



**FRAGMENTATION  
& FANDOMS**

**AT VARYING RATES IN EVERY GLOBAL  
MARKET, THE INTERNET IS FUNDAMENTALLY  
CHANGING MEDIA DISTRIBUTION TOO**

# **AT VARYING RATES IN EVERY GLOBAL MARKET, THE INTERNET IS FUNDAMENTALLY CHANGING MEDIA DISTRIBUTION TOO**

## **BEFORE**

- **Limited linear channels**
- **Time bound programming**
- **Focus on median-viewers**

# AT VARYING RATES IN EVERY GLOBAL MARKET, THE INTERNET IS FUNDAMENTALLY CHANGING MEDIA DISTRIBUTION TOO

## BEFORE

- **Limited linear channels**
- **Time bound programming**
- **Focus on median-viewers**

## AFTER

- **Unlimited shelf space**
- **(Almost) Everything on demand**
- **Unique personalisation**

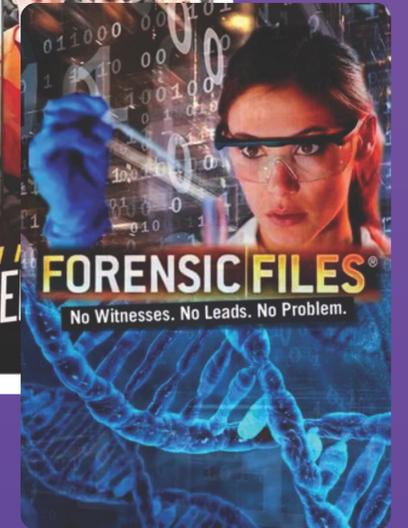
**CONSUMERS EXPECT MORE CHOICE,  
MORE BREADTH AND MORE DEPTH IN  
THEIR MEDIA DIET**

**CONSUMERS EXPECT TO BE ABLE TO  
DIVE INTO A NEVER-ENDING RABBIT  
HOLE OF THE CONTENT THEY LOVE**

**FANDOM IS UNCOMPROMISINGLY  
INTERESTED AND ENGAGED**

FRAGMENTATION  
& FANDOMS

# 2025 “Whodunit” lifestyle kit



# FRAGMENTATION & FANDOMS - WHAT IT MEANS FOR YOU

## 1. DON'T JUST BUY REACH, BUY RELEVANCE

# FRAGMENTATION & FANDOMS - WHAT IT MEANS FOR YOU

**1. DON'T JUST BUY REACH, BUY RELEVANCE**

**2. CONSUMERS WILL WATCH WHEN THEY WANT  
TO WATCH, DON'T FIGHT DISPERSION**

# FRAGMENTATION & FANDOMS - WHAT IT MEANS FOR YOU

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**3. DISMISSING NICHE IS DISMISSING EMOTIONAL  
INTENSITY**

# 2 THE RISE OF NEW-STALGIA

**CONSUMERS ARE DISCOVERING AND  
REWATCHING OLDER CONTENT AT  
AN UNPRECEDENTED RATE**

# TOP 10 SHOWS ON MAJOR GLOBAL STREAMING PLATFORMS BY HOURS VIEWED, 2H '24 (Digital-i)

<b>1. GREY'S ANATOMY</b>	<b>6. THE RESIDENT</b>
<b>2. PRISON BREAK</b>	<b>7. GILMORE GIRLS</b>
<b>3. LOST</b>	<b>8. SUITS</b>
<b>4. THE BIG BANG THEORY</b>	<b>9. SUPERNATURAL</b>
<b>5. DEXTER</b>	<b>10. FRIENDS</b>

## TOP 10 SHOWS ON MAJOR GLOBAL STREAMING PLATFORMS BY HOURS VIEWED, 2H '24 (Digital-i)

<b>1. GREY'S ANATOMY (2005)</b>	<b>6. THE RESIDENT (2018)</b>
<b>2. PRISON BREAK (2005)</b>	<b>7. GILMORE GIRLS (2000)</b>
<b>3. LOST (2004)</b>	<b>8. SUITS (2011)</b>
<b>4. THE BIG BANG THEORY (2007)</b>	<b>9. SUPERNATURAL (2005)</b>
<b>5. DEXTER (2006)</b>	<b>10. FRIENDS (1994)</b>

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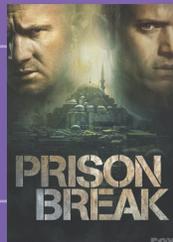


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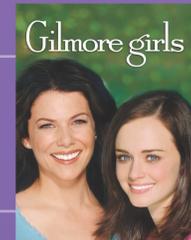


4. THE BIG BANG THEORY (2007)

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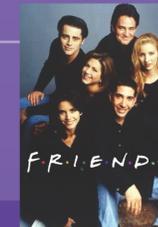


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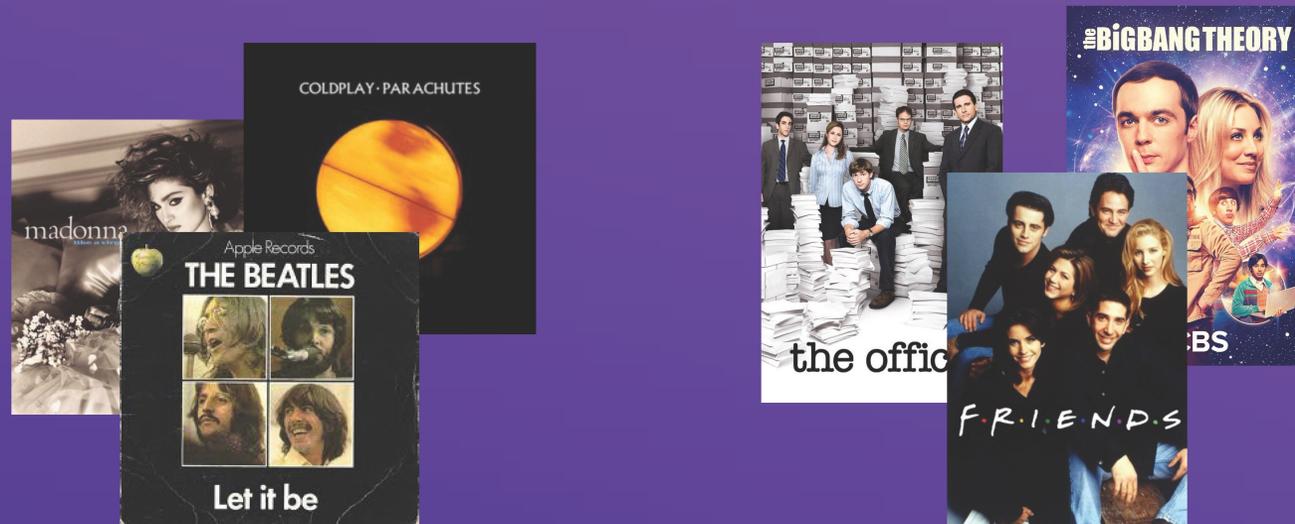
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**RECENCY WAS PREVIOUSLY ONE OF  
THE MOST IMPORTANT FACTORS TO  
DETERMINING THE VALUE OF  
CONTENT**

**IS THAT STILL TRUE?**

# IS VIDEO CONSUMPTION STARTING TO LOOK LIKE MUSIC CONSUMPTION?



# THE RISE OF NEW-STALGIA - WHAT IT MEANS FOR YOU

## 1. DON'T OVER-FIXATE ON THE NEW; CONSUMERS AREN'T

# THE RISE OF NEW-STALGIA - WHAT IT MEANS FOR YOU

- 1. DON'T OVER-FIXATE ON THE NEW; CONSUMERS  
AREN'T**
- 2. LEVERAGE THE GROWING POWER OF NEW-  
STALIGIA**

SEE YOU  
IN THERE



tubi