

Digital transformation: end of linear television?

Abstract

The development of streaming platforms like Netflix, MAX, and Amazon Prime in recent years has significantly impacted the traditional media consumption model. Changing viewer preferences, increased internet availability, and the rise of mobile devices have allowed streaming services to attract millions of users worldwide. These platforms offer users a much broader selection of content and the freedom to choose when to watch it. As a result, traditional linear television, with its strictly scheduled programming, is losing part of its audience, particularly among younger viewers. However, despite the rapid growth in streaming platform popularity, traditional television still holds a strong position in the Polish media market. The decline in television viewership is noticeable but gradual. This shift is occurring faster among younger viewers, who prefer flexibility and are more likely to watch videos on mobile devices. In contrast, among the so-called silver generation—older individuals more attached to traditional media—this process is progressing much more slowly.