

Case study – Online Streaming



CLEAR
Circular Economy Adult Training
ToolBox- Knowledge ReUse



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EQF level	EQF level	EQF level
4	5	6



1. Learning objective

By going through this case study, you will learn with a more practical approach about:

- the importance of circular economy for organizations, consumers and the whole society
- the possibilities Servitisation opens for business
- how virtualization is a form of Servitisation
- how streaming services are a form to promote circular economy
- the importance of involving the consumer in the service provision.

Adult trainers

2. Case study description





3. Practical examples

Music industry enjoying highly profitable & stable *status quo*

→ nearly total control over artists & consumers



Online music streaming services have risen in popularity
and success

→ **growing usefulness and importance** in music sales &
promotion

Source: <https://goo.gl/HRjJRX>



3. Practical examples

Video market focused on buying physical supports



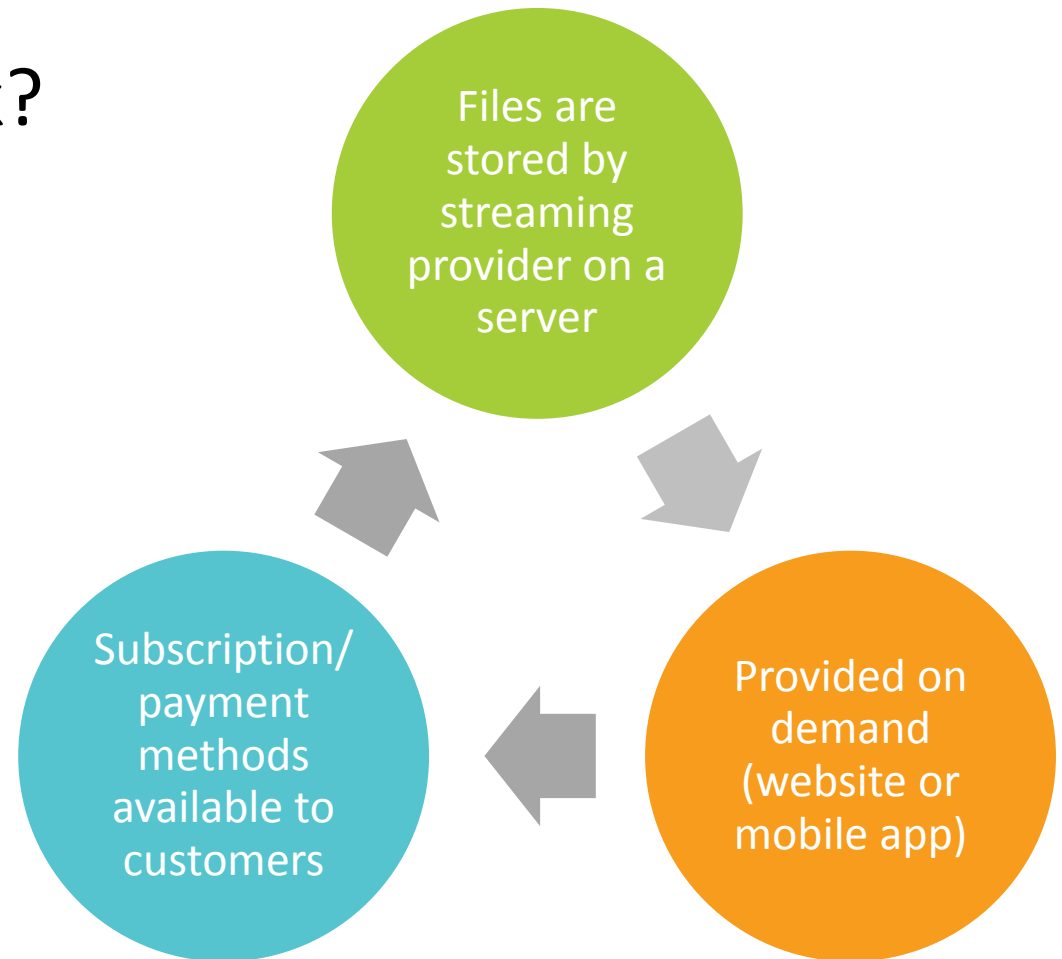
Video streaming market **increasing**

due to **growing use of smart devices** (such as smart phones, smart TVs and others) that can enable customers to access their choice of digital media content regarding information, entertainment and social activities.

Source: <https://goo.gl/yjsuXc>

3. Practical examples

- How does it work?

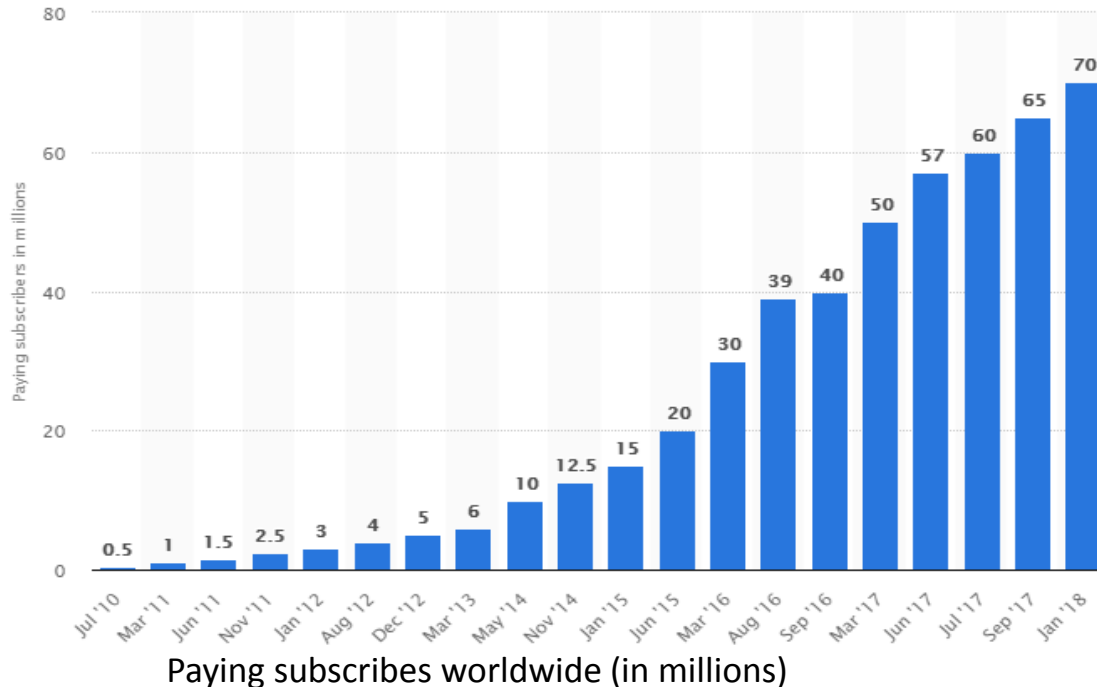




3. Practical examples



Spotify is the largest growing music streaming service in the world, **170 million monthly active users, including 75 million paying subscribers (March 2018)**



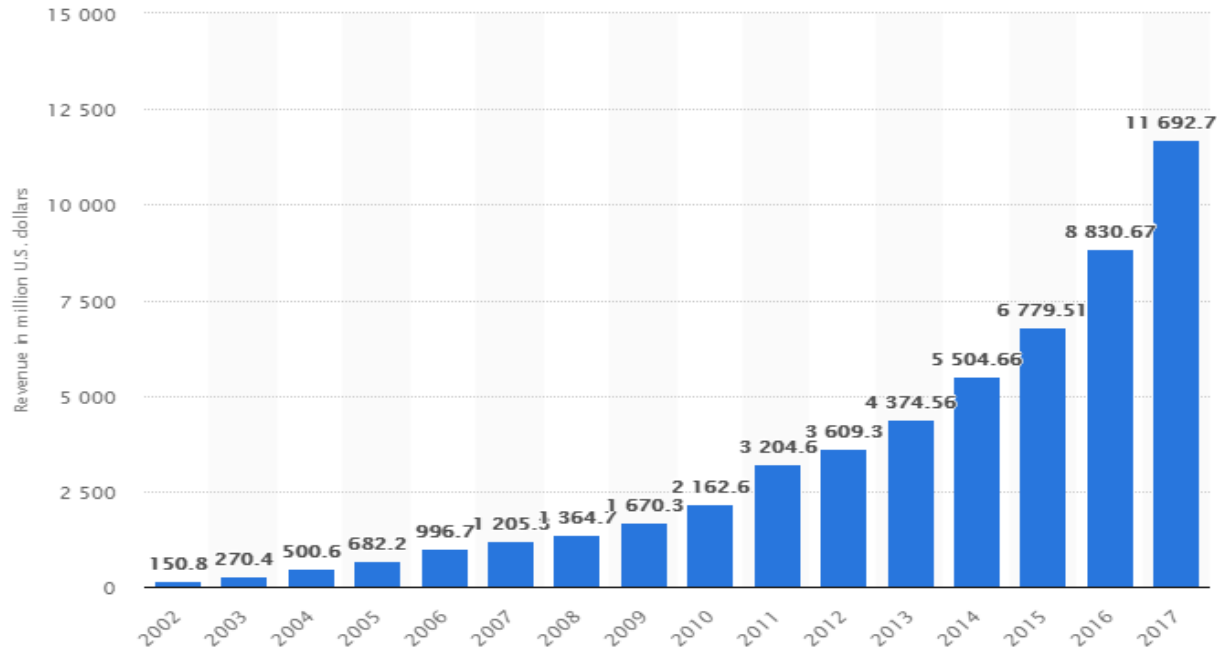
Source:
<https://goo.gl/ct8XEN>
<https://goo.gl/4BCu7U>



3. Practical examples



Netflix is the world's leading internet entertainment service, with over **125 million total subscribers worldwide** in over 190 countries (April 2018)



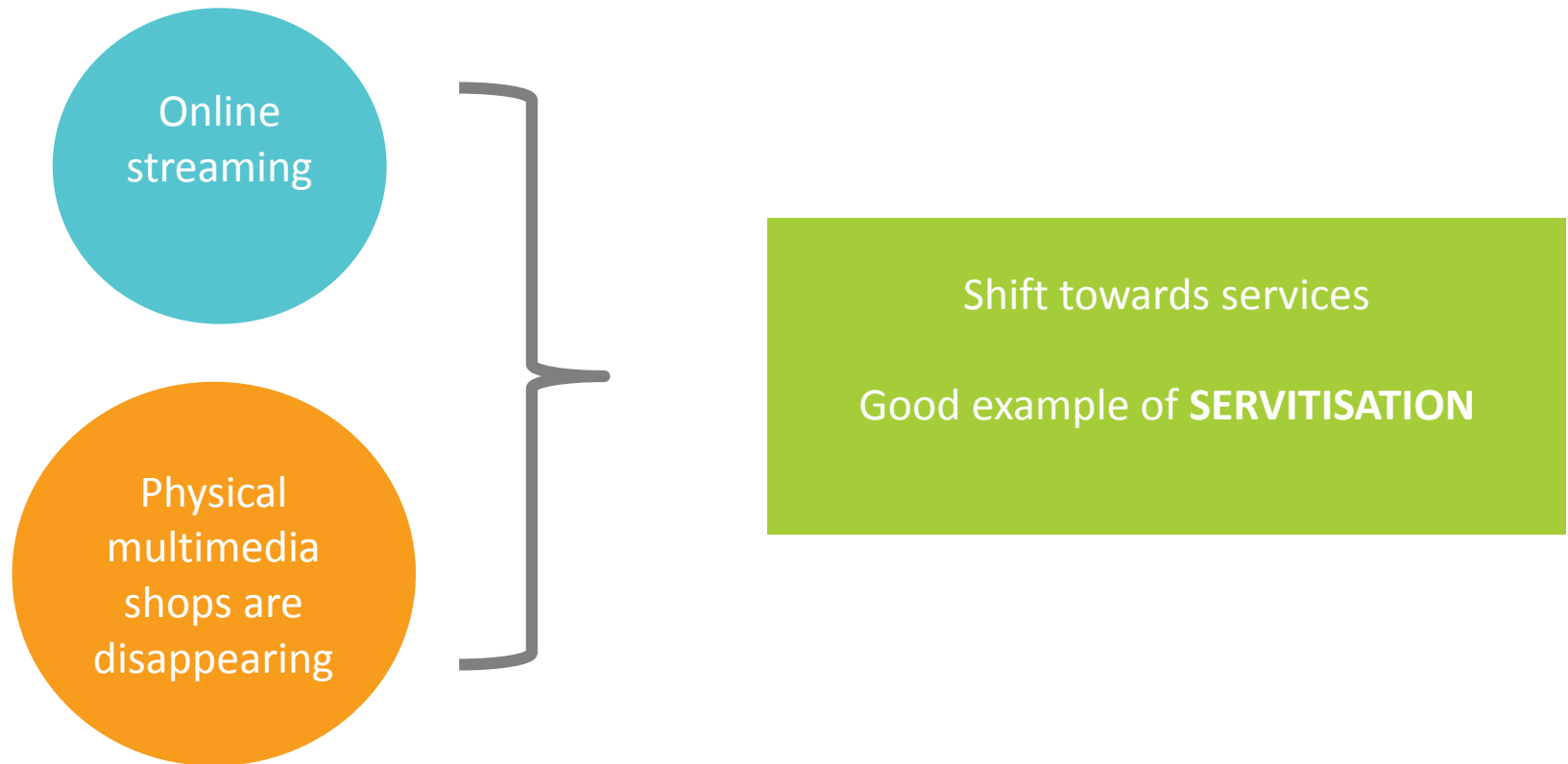
NETFLIX

Revenue (in millions U.S: dollars)

Sources:
<https://goo.gl/Sf5qCn>
<https://goo.gl/FMrccZ>



4. Results and benefits





5. Activity

Think about virtualisation as a form of Servitisation. Reflect on the following issues and make a list of:

- advantages and disadvantages of streaming services for circular economy
- existing and potential streaming services and potential for business
- existing and potential virtualization services and potential for business



5. Activity

Think about the virtualization as a way to Servitisation and answer to the following questions and make a reflection about the following issues:

- Make a list of the advantages and disadvantages of streaming services for circular economy
- Make a list of existing and potential streaming services and possibilities opens for business
- Make a list of existing and potential virtualization services and possibilities opens for business

5. Lessons learned

A large, light blue arrow pointing from the left towards the right, containing three green circular markers. The arrow is curved upwards from left to right.

Online streaming services are **more popular** than ever and are becoming a market with intense competition

Services are now viewed as a window into the **future** of the music/video industry

Society's shift towards **servitisation** and adoption of Circular Economy

