

# STATE OF STREAMING SPRING 2021

## KEY TAKEAWAYS.

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HELP ME  
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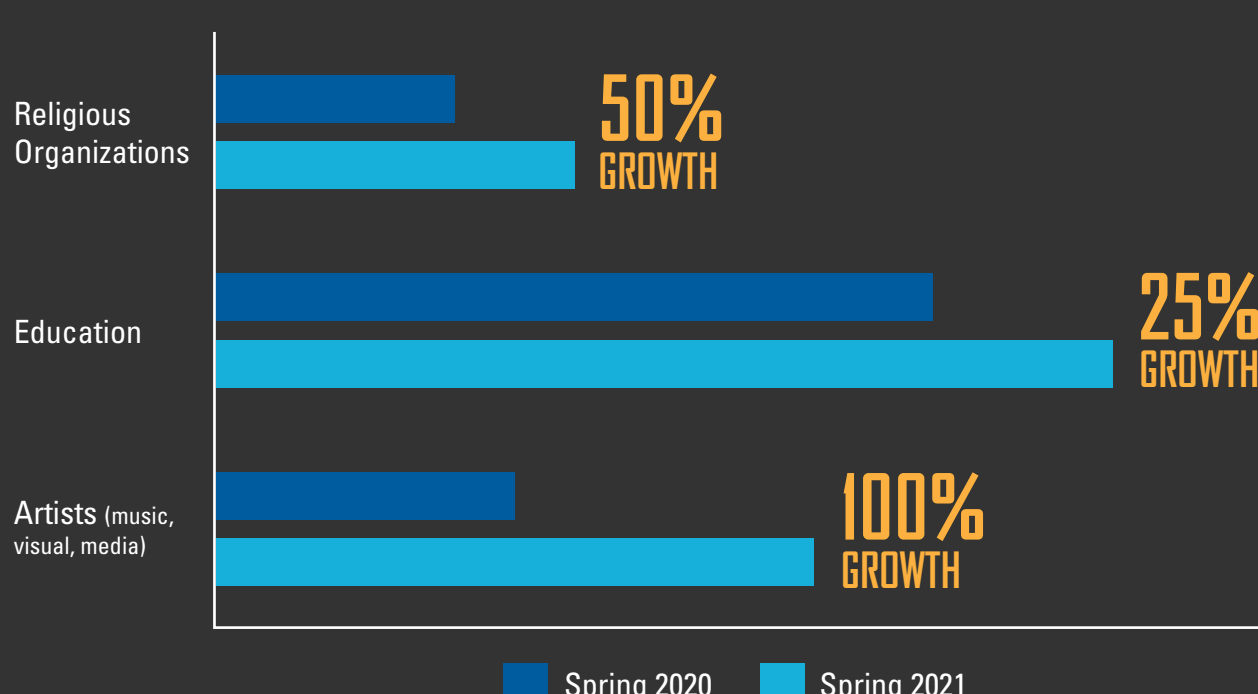


01

## EXPANDING MARKETS FOR STREAMING

### INCREASE IN STREAMING USAGE FROM SPRING 2020 TO SPRING 2021

In the past 12 months, religious organizations, education, and artists have embraced streaming like never before, and there's no turning back.

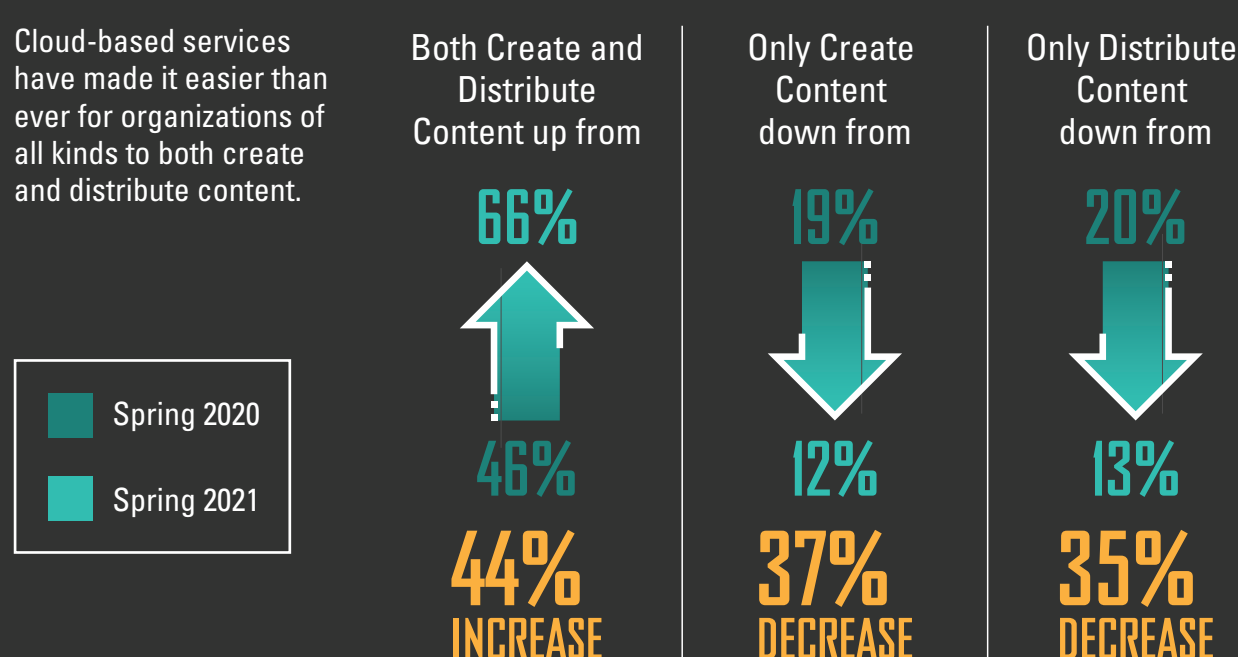


02

## EVERYONE'S A CREATOR (AND A DISTRIBUTOR) NOW

### CHANGE FROM SPRING 2020 TO SPRING 2021 IN ORGANIZATIONS THAT CREATE CONTENT, DISTRIBUTE CONTENT, OR BOTH.

Cloud-based services have made it easier than ever for organizations of all kinds to both create and distribute content.

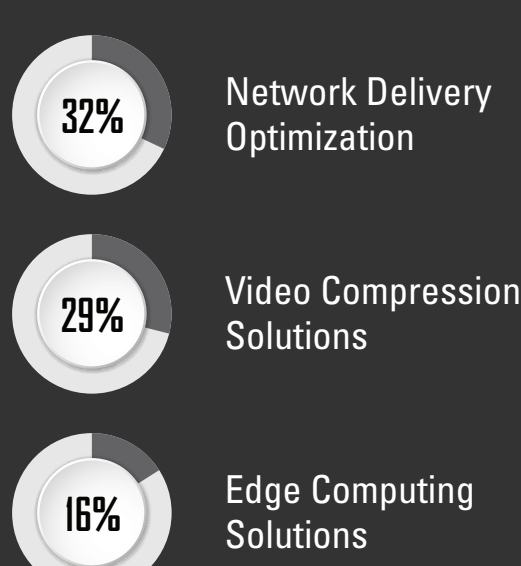


03

## SOLVING THE BANDWIDTH CHALLENGE

### TOP THREE STRATEGIES FOR ADDRESSING NETWORK BANDWIDTH REQUIREMENTS.

When it comes to delivering high-quality video to users with limited bandwidth, organizations still rely more on methods "at the core," including content-aware encoding, than at the edge.



Download the complete survey report at [go2sm.com/stateofstreamingspring21](https://go2sm.com/stateofstreamingspring21)

Data from "State of Streaming Spring 2021" research report, crafted by Help Me Stream Research Foundation; produced by Unisphere Research and Streaming Media; and sponsored by Harmonic, Inc.