



POLAND STREAMING GROWTH SLOWS AS PIRACY REBOUNDS

Poland's streaming market is entering a more mature phase, with subscriber growth plateauing and piracy making a notable comeback, according to new research from WPP Media. While 70% of internet users now pay for video streaming services, the average number of subscriptions per user has remained unchanged over the past year, signalling slower market expansion.

The study found that rising subscription costs, lower content investment by global platforms and the continued resilience of pay-TV are weighing on growth. At the same time, torrent usage has increased significantly, particularly among younger viewers, as consumers grapple with subscription fatigue. Despite the rise in piracy, most torrent users continue to maintain paid streaming subscriptions, highlighting the growing challenge of balancing affordability and content access in an increasingly fragmented streaming ecosystem.



AMAZON ROLLS OUT PRIME MEMBERSHIP IN SOUTH AFRICA

Amazon has launched its Prime membership programme in South Africa, bringing together fast delivery benefits, streaming content and gaming perks under a single subscription offering.



The rollout gives South African consumers access to Prime Video, free same-day and next-day delivery on eligible purchases, gaming benefits through Amazon Luna and participation in Prime Day promotions. Amazon said the launch marks another milestone in its expansion strategy for the region following the introduction of its local e-commerce marketplace and positions South Africa alongside more than two dozen countries where Prime is currently available.

FIFA+ MOVES EXCLUSIVELY TO DAZN IN MAJOR STREAMING SHIFT

FIFA and DAZN have expanded their partnership with the integration of FIFA+ into DAZN, effectively bringing FIFA's direct-to-consumer streaming service under the sports platform's ecosystem.

Under the arrangement, DAZN will manage the technology, distribution and commercial operations of FIFA+, while offering thousands of live matches, tournament archives and original football programming through a single destination. The move reflects a broader industry trend towards



content aggregation, with rights holders increasingly choosing established streaming platforms over standalone services to maximise audience reach and engagement.

YOUTUBE SURPASSES NETFLIX IN DAILY VIEWING TIME

YouTube has overtaken Netflix in average daily viewing across major international markets, highlighting its transformation from a user-generated video platform into a mainstream television destination.



Research from Digital i found that viewing time on YouTube continued to grow in 2025, driven largely by increased consumption on connected television screens. The findings suggest audiences are increasingly treating YouTube as a primary entertainment service, putting it in direct competition with traditional streaming platforms. While Netflix remains a dominant force in premium content, the gap between the two services has narrowed considerably as viewing habits continue to evolve. ■