



Economic Research Individual

(155)

REGIONAL 2025

Topic

Investigate the economic impact of digital streaming services on traditional media. In your response, consider the following:

- Effects on revenue and market share of traditional media
- Influence on consumer media consumption habits
- Changes in advertising strategies and business models
- Role of technology and innovation in media delivery
- Impact on content creation and distribution
- Long-term trends in media industry dynamics

Judging Procedure

- As a team of judges, formulate two to three questions to ask at the conclusion of the presentation. Be sure to ask the same questions of each contestant.
- Contestants will present before a panel of judges and timekeeper.
- Set-up time will be no more than three (3) minutes.
- The presentation will be no more than seven (7) minutes; followed by judges' questions not to exceed five (5) minutes.
- Excuse contestants upon completion of judges' questions.
- **There can be no ties in the top ten (10) contestants.** It is the responsibility of the judges to break any ties.
- Administrator will fill out the ranking sheet prior to dismissing the judges.
- If more than one (1) section is necessary, finalists will be determined by selecting an equal number from each section.
- Give administrator all Judges' Rating Sheets, Judge Evaluation Sheets, and contest materials.
- No audience is allowed in the contest room.

Potential Questions for Economic Research Individual

1. How have digital streaming services affected the revenue and market share of traditional media companies?
2. In what ways have consumer media consumption habits changed with the rise of digital streaming platforms?
3. How have advertising strategies and business models evolved in response to the growth of digital streaming services?
4. What role do technology and innovation play in the delivery of media content through digital streaming services compared to traditional media?
5. How has the rise of digital streaming services impacted content creation and distribution in the media industry?

Please double-check and verify all scores!

Refer to *Style & Reference Manual* for MLA Report Style and Works Cited format.