

A Video Streaming Services Taxonomy (VSST)

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Abstract:- The "Video Streaming Services Taxonomy" (VSST) classifies video streaming platforms into distinct categories based on their core functions and content offerings. This taxonomy highlights the diversity of video streaming services, encompassing entertainment, social media, business communication, education, news, sports, music, virtual reality, and niche content. It serves as a framework for understanding the multifaceted landscape of video streaming, providing a structured overview of platforms designed to cater to a wide range of user preferences and needs in the digital age.

Keywords:- Video Streaming, Services, Taxonomy, Services.

I. INTRODUCTION

The world of digital entertainment and communication has been dramatically transformed by the proliferation of video streaming services. From entertainment giants like Netflix to social media platforms like YouTube, video streaming has become an integral part of our daily lives. The sheer diversity and scope of these services have given rise to a complex ecosystem that serves a multitude of purposes, from delivering captivating content to facilitating business meetings and educational instruction. This "Video Streaming Services Taxonomy" seeks to provide a structured framework for understanding this intricate landscape, categorizing these services into distinct types based on their primary focus and utility.

Video streaming [13] has evolved into a dominant force in the entertainment industry. Services like Netflix and Hulu have revolutionized the way we consume television shows and movies, ushering in the era of Subscription Video on Demand (SVOD). Users can access vast libraries of on-demand content, all at their fingertips, often for a monthly subscription fee. Simultaneously, Ad-Supported Video on Demand (AVOD) platforms such as YouTube have democratized content creation, enabling anyone to share their videos with the world, supported by advertising revenue. In contrast, Transactional Video on Demand (TVOD) platforms like iTunes offer the opportunity to rent or purchase individual titles, allowing for a more a-la-carte approach to content consumption. This taxonomy encapsulates these varied entertainment streaming experiences, offering a comprehensive understanding of the diverse avenues for content consumption.

Beyond entertainment, video streaming [15] has permeated the worlds of social media, education, business communication, and more. Social media networks, including Instagram, TikTok, and Snapchat, have embraced video as a

primary form of communication, fostering an environment where short-form video and live streaming are not only popular but essential. In the realm of education, online courses from providers like Coursera and Khan Academy rely on video lectures to facilitate learning. Business and communication tools like Zoom and Microsoft Teams have become integral for video conferencing and collaboration, particularly in an era marked by remote work and virtual meetings. This taxonomy illuminates the broad spectrum of applications for video streaming, from social interactions to professional communication and education.

This paper consists of seven sections. The importance of video streaming in modern life is discussed in Section II. The VSST taxonomy is given in Section III with the relationships between taxonomy elements in Section IV. A discussion is given in Section V and taxonomy uses in Section VI. Finally, the conclusion is given in Section VII.

II. VIDEO STREAMING

Video streaming services have evolved to become an indispensable part of modern life, profoundly impacting the way people consume and engage with digital content. The significance of these services can be attributed to their transformative influence on various aspects of our daily lives.

One of the key factors driving the importance of video streaming services is their unmatched accessibility and convenience. These platforms allow users to access a vast array of content, including movies, TV shows, educational materials, and live events, at their own convenience. Gone are the days of rigid broadcasting schedules; users can now watch what they want, when they want, and on the devices of their choice, making it incredibly convenient for busy, modern lifestyles.

Personalization is another critical element that sets video streaming [14] services apart. These platforms employ sophisticated algorithms and user profiles to offer tailored content recommendations. As a result, users are exposed to content that aligns with their interests, enhancing the relevance and engagement of their viewing experience. This personalization has reshaped how content is discovered and consumed, contributing to the popularity and appeal of streaming platforms.

Moreover, video streaming services offer an extensive range of content, catering to a diverse array of interests. This diversity spans entertainment, education, news, sports, and more, ensuring that there is something for everyone. Whether you're looking for blockbuster movies, educational resources,

or live sports events, streaming services have democratized access to a wealth of content that meets various needs and preferences.

The flexibility inherent to video streaming is yet another critical aspect of its importance. Users have the power to pause, rewind, and fast-forward content, putting them in control of their viewing experience. This flexibility accommodates various viewing habits, allowing users to tailor their content consumption to their own schedules and preferences.

Additionally, streaming services have a global reach, transcending geographical boundaries and enabling users to access content from around the world. This has accelerated the global exchange of culture, ideas, and perspectives, fostering cross-cultural understanding and appreciation. Users are no longer limited to content from their immediate surroundings, broadening their horizons and exposing them to diverse viewpoints and cultures.

The rise of original content produced by streaming platforms has been a game-changer. These services invest heavily in creating their own original series and films, many of which have garnered critical acclaim and industry awards. This shift has contributed to a renaissance in high-quality programming, challenging traditional media outlets and offering a rich tapestry of storytelling.

Streaming services have also proven to be cost-effective alternatives to traditional cable and satellite TV subscriptions. Users can select and pay only for the content they want, avoiding bundled packages and hidden fees. This cost efficiency has made streaming services an attractive option for budget-conscious consumers.

Furthermore, video streaming has led to the democratization of content creation, enabling individuals and small creators to share their content with a global audience. Platforms like YouTube and TikTok have empowered content creators of all sizes to reach and engage with viewers, leveling the playing field in the digital content landscape.

Beyond entertainment, video streaming platforms have a significant impact on education and professional development. They facilitate online learning through educational courses, webinars, and tutorials. Businesses use video streaming services for virtual meetings, web conferences, and collaborative communication, particularly in the context of remote work. This makes video streaming platforms indispensable for educational and professional purposes.

Technological advancements are pushing the boundaries of video streaming even further. The integration of technologies like virtual reality, augmented reality, and 360-degree video is redefining the immersive content experience, opening new possibilities in fields ranging from entertainment and gaming to education and healthcare.

Moreover, the influence of streaming platforms extends to the economic landscape. These services have made substantial contributions to the economy by supporting the production of original content, creating jobs in the tech and entertainment sectors, and driving innovation in the technology and telecommunications industries. They have introduced new revenue models, market dynamics, and content distribution strategies that are reshaping the traditional media and entertainment landscape.

In addition to their economic impact, streaming platforms have wielded significant cultural influence. They have the power to shape cultural conversations, influence popular culture, and amplify social issues through their content and distribution. The ability to reach global audiences provides a powerful platform for content creators to raise awareness and effect change on a global scale.

In summary, video streaming services have transcended their origins as platforms for watching movies and TV shows, evolving into multifaceted, influential forces that have transformed various aspects of modern life. These platforms offer accessibility, personalization, diversity, and flexibility in content consumption. They break down geographical boundaries, democratize content creation, and promote economic and cultural impact. As the digital age continues to unfold, video streaming services remain central to how we consume media, learn, communicate, and experience entertainment in contemporary society.

III. VSST TAXONOMY

A taxonomy of video streaming [16] networks and services can be categorized into various types based on their primary focus and purpose. Here's a taxonomy that classifies video streaming services into different categories:

A. *Entertainment Streaming Services* [12]:

Subscription Video on Demand [17] (SVOD): This category comprises streaming platforms that require users to pay a monthly subscription fee in exchange for access to a vast and diverse library of movies, TV shows, and original content. Notable SVOD services include:

- Netflix: Known for its extensive content library, including original series and films.
- Hulu: Offers a wide range of TV shows, movies, and original programming.
- Amazon Prime Video: Provides access to movies, TV shows, and Amazon Originals.
- Disney+: Disney's streaming service featuring content from Disney, Pixar, Marvel, Star Wars, and National Geographic.
- Ad-Supported Video on Demand (AVOD): In this category, streaming platforms offer free access to content, and revenue is generated through advertisements. Some well-known AVOD platforms include:
- YouTube: The largest video-sharing platform globally, hosting a vast array of user-generated content and professionally produced videos.
- Tubi: A free streaming service with a wide selection of movies and TV shows.

- Crackle: Known for its library of free movies and original series supported by ads.
- Transactional Video on Demand (TVOD): TVOD platforms allow users to rent or purchase individual movies or TV episodes on a pay-per-view basis. Notable TVOD services include:
 - iTunes: Apple's platform for renting or buying movies, TV shows, and music.
 - Google Play: Provides a marketplace for renting and purchasing movies and TV content.

These Entertainment Streaming Services cater to a wide spectrum of viewer preferences, offering diverse content delivery models, from subscription-based access to ad-supported free content and individual title rentals or purchases. This category of video streaming services has significantly shaped how consumers access and engage with entertainment content in the digital age.

B. Social Media and User-Generated Content:

- Short-Form Video Platforms: This category includes social media platforms that focus on user-generated short videos, often with a strong emphasis on creativity and engagement. Key platforms in this category include:
 - TikTok: A rapidly growing platform known for its short, viral video content created by users.
 - Instagram: Offers features like Reels for creating and sharing short video clips alongside photo sharing.
 - Snapchat: A platform known for its ephemeral, short-lived photo and video stories.
 - Live Streaming Platforms: These platforms are especially popular for live video game streaming and real-time interaction with content creators. Prominent platforms for live streaming content in this category include:
 - Twitch: A dedicated platform for live streaming video games and esports, as well as creative content and real-life streaming.
 - YouTube Gaming: A section of YouTube dedicated to gaming content, including live streams and video uploads.
 - Facebook Gaming: Facebook's gaming-focused platform for live streaming and community interaction.
 - General Social Media Platforms: While these platforms are not exclusively dedicated to video streaming, they incorporate video sharing, live streaming, and stories as integral features. Major platforms in this category encompass:
 - Facebook: Offers live streaming, video sharing, and stories alongside text-based posts and photos.
 - Twitter: Provides support for live streaming via Periscope, video uploads, and Twitter Fleets (stories).
 - LinkedIn: Incorporates video sharing for professional and business content, including live streaming for webinars and discussions.

These social media and user-generated content platforms have transformed the way people interact, communicate, and share content online. Short-form video, live streaming, and stories have become essential tools for personal expression, content creation, and real-time engagement with audiences. These platforms have had a profound impact on the way we connect and communicate in the digital age.

C. Business and Communication Tools [10]:

- Video Conferencing: This category encompasses platforms designed for business meetings, collaboration, and real-time video communication. Prominent video conferencing platforms include:
 - Zoom: Known for its user-friendly interface and robust video conferencing features, including virtual meetings, webinars, and screen sharing.
 - Microsoft Teams: Part of the Microsoft 365 suite, it offers integrated video conferencing, chat, file sharing, and collaboration tools.
 - Google Meet: Google Workspace's video conferencing tool for online meetings, video calls, and screen sharing.
 - Webinars and Virtual Events: These tools are geared toward hosting and participating in webinars, virtual events, and conferences with video streaming capabilities. Leading platforms in this category comprise:
 - Cisco Webex: Offers features for webinars, virtual events, online training, and video conferencing with a focus on enterprise-grade communication.
 - GoToWebinar: A platform for hosting webinars, providing tools for engagement and lead generation through live video events.
 - Team Collaboration: This category includes services that facilitate team communication and collaboration with a specific emphasis on video calling and conferencing. Notable platforms for team collaboration encompass:
 - Slack: Integrates with video calling and conferencing tools, allowing teams to communicate in real-time through text, audio, and video.
 - Microsoft Teams: Besides video conferencing, Teams offers a full suite of collaboration tools, including chat, file sharing, and integration with other Microsoft 365 apps.

Business and Communication Tools have seen significant growth, especially with the rise of remote work and digital collaboration. Video conferencing, webinars, and team collaboration platforms have become essential for professionals and organizations seeking efficient and effective ways to communicate, collaborate, and conduct virtual meetings and events. These tools have reshaped the way businesses operate and connect with employees and clients around the world.

D. Educational and E-Learning Platforms [25][3], [21]:

- Online Courses: This category comprises platforms that offer comprehensive online courses with a significant focus on video lectures as an educational resource. Key platforms in this category include:
 - Khan Academy: Provides a wide range of free educational content, including video lectures, exercises, and lessons across various subjects.
 - Coursera: Offers online courses, specializations, and degrees in collaboration with universities and institutions, many of which include video lectures.
 - edX: Provides access to online courses and degree programs from top universities and institutions, with video content as a primary instructional tool.
 - Udemy: A platform that hosts a vast collection of online courses, many of which include video instruction on a diverse range of topics.

- **Educational Streaming:** This category encompasses services that offer educational videos specifically designed for students and teachers. Prominent platforms in this category include:
 - **PBS LearningMedia:** PBS's educational platform that provides a library of videos, lesson plans, and interactive activities for teachers and students.
 - **Language Learning:** Language learning platforms integrate video instruction as a core component of their language courses. Notable platforms for language learning comprise:
 - **Duolingo:** Offers interactive language courses with video content, focusing on gamified language learning.
 - **Rosetta Stone:** Known for its immersive language learning programs, including video-based instruction.

Educational and E-Learning Platforms have revolutionized the way people access and engage with educational content. The integration of video lectures and instructional videos has made learning more interactive and accessible, allowing learners to acquire knowledge and skills from a variety of sources, often at their own pace. These platforms have particularly gained importance in the digital age, offering a wide array of subjects and topics for learners of all levels, from K-12 to higher education and lifelong learning.

E. News and Broadcasting [11], [8], [1]:

- **News Networks:** This category includes well-established news organizations that offer live streaming of news events and reports, in addition to on-demand news content. Prominent news networks encompass:
 - **CNN:** A global news network providing live streaming of news coverage, analysis, and interviews.
 - **BBC News:** The news division of the British Broadcasting Corporation, known for its live news streams and reporting.
 - **Reuters:** A global news agency that provides live news events and reports across various platforms.
 - **Al Jazeera:** An international news network offering live news coverage and in-depth reporting.
 - **24/7 News Streams:** In this category, services focus on providing continuous live streaming news coverage, ensuring that viewers have access to up-to-the-minute information. Notable 24/7 news streaming services include:
 - **CBSN:** CBS News' 24/7 live streaming news network, delivering news, interviews, and analysis around the clock.
 - **Specialized Channels:** Specialized news channels cater to specific niches, such as financial news or entertainment news, offering live streaming content. Key specialized channels include:
 - **Bloomberg:** A global financial news network that provides live financial news, analysis, and market updates.
 - **Entertainment News Channels:** Networks like E! and TMZ offer live streaming content related to celebrity news and entertainment events.

News and Broadcasting platforms have been at the forefront of delivering real-time information and reporting on global events. The availability of live news streaming has

transformed the way audiences consume news, offering immediate access to breaking news, live events, and expert analysis. These platforms have become essential sources of information for staying informed about current events, both on a global and specialized level.

F. Sports Streaming [18], [19], [23]:

- **Sports Leagues and Teams:** In this category, sports organizations, including professional leagues and teams, offer live streaming of their games and events through their dedicated platforms. Notable organizations in this category include:
 - **NFL Game Pass:** The National Football League's streaming service that provides live NFL games, on-demand content, and game analysis.
 - **NBA League Pass:** The National Basketball Association's platform for live NBA games, as well as on-demand content and analysis.
 - **MLB.TV:** Major League Baseball's streaming service offering live MLB games, replays, and exclusive content.
 - **NHL.tv:** The National Hockey League's platform for live streaming NHL games, archives, and other hockey-related content.
 - **Sports Networks:** This category encompasses sports-focused television networks that provide live streaming of sports events and sports-related content. Prominent sports networks include:
 - **ESPN:** The Entertainment and Sports Programming Network offers live sports events, analysis, and coverage of various sports.
 - **Fox Sports:** Known for live coverage of a wide range of sporting events, including major leagues and tournaments.
 - **CBS Sports:** Offers live sports events, scores, and analysis across different sports.
 - **Sports Betting Streams:** In this category, platforms focus on live streaming of sports events for sports betting enthusiasts. These services provide live odds, statistics, and the ability to place bets on ongoing games. Notable platforms in this category include:
 - **DraftKings:** Offers live streaming of sports events, fantasy sports, and sports betting opportunities.
 - **FanDuel:** Provides live sports streaming, daily fantasy sports contests, and sports betting options.

Sports Streaming platforms have played a significant role in making sports content more accessible to fans worldwide. These services allow users to watch their favorite sports, teams, and events from the comfort of their own devices, breaking down geographical barriers and offering new ways to engage with sports content, including live betting and interactive features. This category has transformed the sports viewing experience, giving fans more choices and flexibility.

G. Music and Live Performance [2], [27], [28], [5]:

- **Music Streaming Services:** This category encompasses platforms dedicated to streaming music, often offering vast libraries of songs and albums, including music videos. Key music streaming services include:

- Spotify: A leading music streaming platform known for its extensive music library, personalized playlists, and integration with music videos.
- Apple Music: Apple's music streaming service that provides access to a vast catalog of songs, albums, and music videos.
- Tidal: Known for its high-fidelity audio streaming and exclusive music content, including music videos.
- Deezer: Offers a diverse music catalog and access to music videos alongside audio tracks.
- Live Concerts and Performances: In this category, services focus on showcasing music videos and live concert streams, providing users with the opportunity to experience live music performances from the comfort of their devices. Notable platforms in this category include:
- Vevo: A music video platform that features official music videos and live performances from a wide range of artists.
- YouTube Music: A dedicated section of YouTube for music content, including music videos, official artist channels, and live concert streams.
- Dailymotion: Offers a variety of music videos, live performances, and music-related content.

Music and Live Performance platforms have revolutionized the music industry by providing easy access to a vast selection of music, both recorded and live. Users can explore their favorite songs, discover new artists, and watch live concerts and performances, all through streaming services that have brought music closer to audiences worldwide. These platforms have transformed the way we enjoy music and have allowed artists to connect with their fans in new and engaging ways.

H. Virtual Reality and 360-Degree Video [9], [7], [20], [22]:

- VR Streaming: This category comprises platforms and services that focus on streaming live events and experiences in virtual reality (VR). Notable platforms include:
- Oculus Venues: Oculus' platform that allows users to watch live events, concerts, and sports in VR, providing an immersive viewing experience.
- NextVR (Acquired by Apple): A platform that specializes in broadcasting live events in VR, including sports, music, and entertainment.
- 360-Degree Video: In this category, major video-sharing and social media platforms support 360-degree video content, allowing users to explore and interact with immersive videos. Leading platforms that offer 360-degree video content include:
- YouTube: Provides a platform for users and content creators to upload and watch 360-degree videos, offering an interactive viewing experience.
- Facebook: Supports 360-degree videos, allowing users to create and share immersive content directly on the social media platform.

Virtual Reality and 360-Degree Video platforms have redefined the way users experience live events and immersive content. VR streaming offers a level of engagement and presence that goes beyond traditional video, making it possible to attend live events in a virtual space. Similarly,

360-degree video content allows users to explore scenes and environments from every angle, offering an interactive and immersive viewing experience. These technologies have opened up new possibilities for entertainment, education, and storytelling.

I. Niche and Specialized Streaming [26], [6], [4]:

- DIY and Crafting: This category encompasses platforms dedicated to DIY (Do It Yourself) and crafting content, serving as a hub for creative projects and tutorials. Notable platforms in this category include:
- DIY Network: Focuses on DIY projects and home improvement content, offering a range of tutorials and inspiration for home enthusiasts.
- Craftsy (Now Blueprint): Specializes in crafting and creative arts content, providing instructional videos and resources for various crafts and hobbies.
- Cooking and Food: In this category, platforms are dedicated to cooking and food-related video content, offering recipes, cooking tutorials, and culinary inspiration. Prominent platforms include:
- Food Network: Features cooking shows, culinary competitions, and a wide range of food-related content.
- Tastemade: Offers food and travel content, including cooking tutorials, restaurant reviews, and culinary adventures.
- Health and Fitness: These platforms focus on health and fitness-related video content, offering workout routines, fitness instruction, and wellness guidance. Key platforms in this category include:
- Peloton: Provides live and on-demand fitness classes, including cycling, running, and strength training, often accompanied by live metrics and instructor guidance.
- Daily Burn: Offers a variety of workout programs, live workouts, and fitness instruction on a range of topics, from yoga to high-intensity interval training (HIIT).

Niche and Specialized Streaming platforms cater to individuals with specific interests and hobbies, offering a wealth of educational and inspirational content in their respective niches. These platforms are valuable resources for enthusiasts who are passionate about DIY and crafting projects, culinary arts, or maintaining a healthy and active lifestyle. They have created communities and content ecosystems that connect people with similar interests and expertise in these specialized areas.

In summary, the "Video Streaming Services Taxonomy" is a structured framework designed to categorize a wide array of video streaming platforms and services. It classifies these services into distinct categories and subcategories based on their primary focus and functionalities. This taxonomy offers an organized and comprehensive approach to understanding the complex video streaming landscape, catering to various user preferences and needs in the digital age. It provides valuable insights into the diverse and ever-evolving world of video streaming, from entertainment and social media to education, business communication, news, and specialized content. By offering a structured overview of these platforms, the taxonomy enhances user navigation, industry analysis, educational resources, and business decision-making in an era

marked by the proliferation of digital media and streaming services.

IV. RELATIONSHIPS AMONG TAXONOMY ELEMENTS

The "Video Streaming Services Taxonomy" presents a structured framework for categorizing various video streaming platforms and services based on their primary focus and functionalities. The relationships that exist among the elements in this taxonomy can be described as follows:

- **Categories and Subcategories:** The taxonomy is organized into distinct categories and subcategories. Each category represents a broad area of video streaming services, while subcategories provide more specific groupings within those areas. For example, "Entertainment Streaming Services" is a category, and within it, "Subscription Video on Demand (SVOD)," "Ad-Supported Video on Demand (AVOD)," and "Transactional Video on Demand (TVOD)" are subcategories. These relationships create a hierarchical structure for understanding the different types of services.
- **Common Purpose:** Elements within the same category or subcategory share a common purpose or focus. For instance, services within the "Music and Live Performance" category, such as music streaming platforms and platforms showcasing live concerts, all revolve around music and live performance content. They serve similar user needs and preferences.
- **User Segmentation:** Elements within the taxonomy are often designed to cater to specific user segments or target audiences. For example, "Education and E-Learning Platforms" encompass various platforms dedicated to educational content. While "Online Courses" and "Language Learning" serve learners seeking structured courses, "Educational Streaming" may target students and educators looking for supplemental videos.
- **Technology Integration:** Some services integrate technology and content delivery methods. For example, "Virtual Reality and 360-Degree Video" platforms leverage VR technology or 360-degree video to offer immersive experiences. These relationships highlight the integration of technology to deliver content in unique and engaging ways.
- **Content Synergy:** Some services may offer complementary or related content. For instance, in "Sports Streaming," sports leagues and teams provide live game streaming, while sports networks offer sports-related content. This creates a synergy where users interested in sports can access a spectrum of related content through different services.
- **Consumer Preferences:** The taxonomy reflects the diversity of consumer preferences and needs in the digital age. Users have different preferences for content consumption, ranging from entertainment and social interaction to education and news. The taxonomy allows users to identify platforms that align with their specific interests and requirements.
- **Industry Impact:** Some categories, such as "News and Broadcasting," have a profound impact on specific

industries. The services within this category transform the way news and information are disseminated, affecting journalism and media industries. These relationships underscore how video streaming influences various sectors.

Overall, the relationships within the "Video Streaming Services Taxonomy" provide a structured means of understanding the diverse and evolving landscape of video streaming platforms. These relationships are valuable for users seeking specific content or services, as well as for industry professionals and researchers interested in the impact of video streaming on various domains.

V. DISCUSSION

The "Video Streaming Services Taxonomy" serves as a valuable framework for understanding the multifaceted landscape of video streaming services, offering insights into the diverse purposes and functionalities of these platforms. By categorizing video streaming services into various types, this taxonomy facilitates a comprehensive examination of the digital ecosystem, shedding light on the pivotal role that video streaming plays in our interconnected world.

One of the key takeaways from this taxonomy is the sheer variety of video streaming services available. The taxonomy encompasses a wide range of categories, reflecting the different needs and preferences of users in the digital age. The diversity of offerings, from Subscription Video on Demand (SVOD) services for entertainment to video conferencing tools for business communication, underscores the broad reach and adaptability of video streaming technologies. This diversity ensures that there is something for everyone, whether you are looking for educational content, live sports, or social media interaction.

The taxonomy also underscores the democratization of content creation and distribution. Platforms like YouTube and TikTok have empowered individuals and small creators to share their content with a global audience, providing a level playing field for creators of all sizes. In contrast, services like Netflix and Disney+ are gateways to high-quality, professionally produced content, showcasing the evolving landscape of the entertainment industry. This discussion highlights how video streaming has transformed the way we access and create content, allowing for a wide spectrum of content types, from user-generated short videos to blockbuster movies and TV shows.

Moreover, this taxonomy reflects the impact of video streaming on various sectors, such as education, business, and news. The availability of online courses and educational content has expanded the possibilities for distance learning and skills development. In the business world, video conferencing and collaboration tools have become essential for remote work and global communication. News networks utilize live streaming to bring real-time events and reports to a global audience. The taxonomy highlights the role of video streaming in reshaping these domains and underscores its adaptability to meet the needs of different industries.

In conclusion, the "Video Streaming Services Taxonomy" offers a comprehensive framework to comprehend the evolving landscape of video streaming. It showcases the breadth and versatility of video streaming services, spanning entertainment, social media, education, business, and beyond. As the digital world continues to evolve, this taxonomy provides a structured lens through which to explore the ever-expanding universe of video streaming.

VI. TAXONOMY USES

The creation of the "Video Streaming Services Taxonomy" serves as a valuable tool for several compelling reasons, underscoring the critical need for such a taxonomy in the context of the rapidly evolving digital media landscape:

- **Organizing a Complex Ecosystem:** The video streaming industry is vast and constantly expanding, with a multitude of services catering to diverse purposes. A taxonomy provides a systematic and organized framework for categorizing and understanding this complex ecosystem. It allows users to navigate the multitude of available options effectively, making it easier to find services that align with their specific interests and needs.
- **Clarifying User Choices:** As video streaming services proliferate, consumers often face a paradox of choice. A well-structured taxonomy helps users make informed decisions by clarifying the distinctions between different types of services. It empowers users to select the most suitable platforms for their preferences, whether they are seeking entertainment, education, communication, or information.
- **Facilitating Industry Analysis:** For researchers, industry professionals, and decision-makers, a taxonomy is indispensable for analyzing trends and developments in the video streaming sector. It allows for the assessment of market dynamics, user behavior, and the competitive landscape. It provides a foundation for studying the impact of video streaming on various industries, from media and entertainment to education and business.
- **Supporting Educational Needs:** Educational institutions, teachers, and students benefit from a taxonomy that classifies e-learning and educational streaming platforms. It helps educators and learners identify the most appropriate resources and instructional methods for their educational goals, streamlining the learning process.
- **Enhancing Business Decision-Making:** Businesses and content creators can use the taxonomy to make strategic decisions about content distribution. Understanding the categories within which they operate or could potentially enter helps them tailor their content and marketing strategies to target the right audience and align with user preferences.
- **Tracking Technological Advancements:** The video streaming industry is also influenced by technological advancements, including virtual reality, augmented reality, and adaptive streaming technologies. A taxonomy captures these advancements within relevant categories, helping stakeholders stay updated on the latest developments in content delivery and user experiences.

- **Improving User Experience:** By offering a well-organized taxonomy, users can discover new content and services they may not have otherwise encountered. This enhances the user experience by enabling exploration and serendipitous discovery, leading to increased engagement and satisfaction.

In conclusion, the "Video Streaming Services Taxonomy" addresses the pressing need to make sense of the multifaceted world of video streaming. It streamlines access to content, supports research and industry analysis, aids educational endeavors, and assists businesses in aligning their strategies with consumer preferences. By providing clarity and structure in a dynamic and ever-changing digital landscape, this taxonomy serves as a valuable resource for various stakeholders, ultimately enhancing the quality of the video streaming experience for users worldwide.

VII. CONCLUSION

The "Video Streaming Services Taxonomy" provides a structured and insightful perspective on the dynamic world of video streaming. In an era marked by digital transformation, this taxonomy offers a valuable framework for understanding the diverse and ever-evolving ecosystem of video streaming services.

Video streaming has fundamentally altered the way we consume content, from entertainment to education, business, and communication. The taxonomy underscores the diversity of services available, catering to a wide array of user needs and preferences. Whether you seek on-demand entertainment through Subscription Video on Demand (SVOD), share your creativity on social media platforms, engage in video conferencing for professional purposes, or pursue online education, video streaming has become an integral part of our daily lives.

This taxonomy also reflects the democratization of content creation, empowering individuals and small creators to reach global audiences. It highlights the disruptive influence of video streaming on traditional media and communication channels, fostering a vibrant landscape of user-generated content and innovative entertainment.

Furthermore, the impact of video streaming extends beyond entertainment, with implications for education, business, and news dissemination. The taxonomy showcases how video streaming has enabled distance learning, remote work, and real-time news coverage, reshaping industries and facilitating global communication.

In an era defined by connectivity and digital innovation, the "Video Streaming Services Taxonomy" offers a comprehensive and structured lens through which to explore the ever-expanding world of video streaming. It underscores the adaptability and versatility of video streaming services, which continue to evolve in response to changing user demands and technological advancements. As the digital landscape continues to transform, this taxonomy remains a

valuable tool for navigating the dynamic realm of video streaming.

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