

The Current Trends in the Entertainment Industry

The year 2020 has been [a rollercoaster ride for humanity](#). As the world bid farewell to the past decade, everyone had high expectations for the years to come – a future that is bound to be a *rollercoaster ride that we will never forget* – and just after several months into the new era, truer words have never been spoken. The world has borne witness to many events in just a small amount of time – events such as the pioneering [Oscars 2020](#) and the notorious *coronavirus pandemic*.

One sector that is most affected by these significant shifts in human history is the *entertainment industry*. Entertainment is *people-centric*, which means that if the dynamic behavior of current trends continues, humanity will soon experience a foray into more trends of different shapes and sizes in the very near future. Below are just some of the trends we are currently experiencing and will continue to experience in the coming months and years.

Streaming Service All Out War

Televisions are slowly becoming a relic of the past. With the meteoric rise of Netflix in the early 2010s, a popular online video-streaming service of gigantic proportions - people all over the world are introduced and given access to a massive collection of shows, feature films, etc. in the click of button. However, major companies such as Disney (Disney+) and Amazon (Amazon Prime Video) are now hopping in the online streaming bandwagon facing toe-to-toe against Netflix. *Quality over Quantity* will be the new mantra as these streaming giants churn out new shows such as *The Mandalorian (Disney+)* and *Stranger Things (Netflix)* in short periods of time. Expect more deals, bundles, and promotions as these streaming services battle it out for viewership and customer retention.

Social Movements in Media

One of the most memorable highlights of 2020 so far was a groundbreaking 92nd Academy Awards ceremony with the South Korean black comedy film *Parasite* directed by Bong Joon-Ho bagging most of the major awards including *Best Picture*, for which it was the first foreign language film to be awarded with. Several noteworthy events also shared the spotlight with *Parasite* as Taika Waititi became the first indigenous director to win an Oscar for *Best Adapted Screenplay* for *Jojo Rabbit* and director Greta Gerwig paving the way for the impending revolution of women filmmakers and directors in Hollywood after being nominated for *Best Adapted Screenplay* for *Little Women*.

This is obviously just the beginning of a breakthrough of social movements in popular media as other races, communities, and social groups once considered “minorities” are given the spotlight and presence that they rightfully deserve in the grandest stages of them all such as the Oscars. The entertainment industry will experience a delightful surge in more *Bong Joon-Hos*, *Taika Waititis*, and *Greta Gerwigs* in the coming years.

We are in the midst of a momentous era in the entertainment industry. Norms and traditions are continuously being broken by the minute for the better - and viewers all over the world are exposed to a whole new library of quality material beyond their boundaries and expectations. Significant and unusual events continue to unfold day by day which is bound to translate into an endless fountain of new experiences and memories expressed through films and other media by a plethora of talented artists. Brace yourself, it's going to be one hell of a ride.