



Assessing the Labor Market Impacts on Media Professionals Amidst the Shift to Streaming

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Chapter 1

Background of the Study

For decades, traditional television broadcasting dominated the Philippine media landscape, with major networks capturing the largest audiences and the majority of the advertising revenues. However, the rise of streaming services and digital platforms has reshaped media consumption patterns globally and locally. Viewers have increasingly preferred on-demand, personalized content delivered through online platforms, resulting in declining traditional television viewership and shifting advertising strategies. These technological and market changes have also begun influencing the structure of media labor.

Although the transition to digital media has been ongoing for more than a decade, the COVID-19 pandemic significantly accelerated this shift. Lockdowns increased reliance on streaming platforms and intensified the decline of free-to-air television. Despite these rapid developments, there remains limited empirical research examining how the Philippine media workforce has been affected, particularly in terms of job security, income stability, and skill demands.

Concerns about workforce preparedness also intersect with broader national issues. The Philippines has been described as facing an “educational crisis,” characterized by skill gaps and declining performance indicators (World Bank, 2022). This raises questions about whether media professionals—whose work requires constant adaptation to technological change—possess the skills needed to navigate the industry's ongoing digital transformation.

Furthermore, discussions on digital transformation in the Philippine media sector have largely centered on content production, corporate restructuring, and platform competitiveness.

Much less attention has been given to labor conditions and how workers experience these structural shifts. This gap is notable because changes in employment arrangements, required competencies, and income patterns directly influence the sustainability of media careers.

Given this context, this study aims to examine how the shift from traditional television broadcasting to streaming platforms affects job security, wage stability, and skill requirements among Filipino media professionals. By focusing on the labor dimension of digital transformation, this research contributes to a critical yet understudied aspect of the country's evolving media landscape.

Statement of the Problem

This study seeks to assess the effects of the industry shift from traditional analog television broadcasting to digital streaming in the labor market. Identifying the challenges of Filipino Broadcasting Professionals and the skills required for adaptation, plus the broader implications of media employment in the country by addressing the following key research questions:

1. How has the shift from traditional television broadcasting to streaming platforms affected the job security of television professionals in terms of employment status?
2. How will income stability be affected among media professionals in transitioning to a platform-based revenue structure?
3. What are the new technical and professional skills demanded from Filipino media professionals due to the transition from traditional broadcasting to streaming platforms?

By addressing these problems, the researchers can provide insights into the challenges faced by Filipino broadcasting professionals and explore possible strategies to support their transition in an evolving industry.

Objectives of the Study

General Objective:

- To assess the labor impact of the industry's shift from traditional television broadcasting to streaming

Specific Objectives

- To examine the rise of streaming platforms' impact on the job security of Filipino Media professionals.
- To analyze specific skill requirements brought by streaming platforms that were absent from traditional media.
- To assess how wage structures are affected by the transition from traditional to streaming-based media.

Scope and Delimitation

- **Scope**
This study focuses on examining the labor impacts of the shift from traditional television broadcasting and filmmaking to streaming platforms in the Philippines. The workers involved would include on-screen and off-screen talents such as directors, production staff, and other talents. Most of the respondents who will be assessed are Metro-Manila-based workers, and during and before the transition to streaming. Labor impacts will examine three key areas of labor factors among Filipino television professionals:

- Job Security – Measured by changes in employment types such as full-time, contractual, or freelance, and perceived stability.
- Wage structures – By comparing income levels before and after the industry shift (2016 – 2018 and 2023 – 2025)
- Skill Demand – through the emerging technical and digital competencies required in streaming-era production.

In addition, the researcher considered content consumption trends as a major indirect influence on labor dynamics. Since digital platform economics is heavily based on audience behavior, this factor is discussed in Chapter 2 to provide the necessary context for the labor changes.

Delimitations

This study is limited to the impacts on the media industry in the aspects of labor and does not focus on:

- Corporate financial strategies of media networks, as the emphasis is on labor dynamics rather than business models.
- The Broader sociocultural implications of streaming.

This study is also delimited to media professionals with at least ten years of industry experience. This criterion ensures that respondents have worked in both the pre-streaming and streaming periods, allowing them to meaningfully compare labor conditions across the two eras. Long-tenured participants are better positioned to evaluate structural shifts in job security, wage patterns, and skill demands. This aligns with recommendations by Creswell and Creswell (2018) and Bhattacharjee (2012), who note that participants in studies involving temporal industry changes should have sufficient longitudinal exposure to the phenomena being examined.

Chapter 2

Review of Related Literature

The Rise of Streaming Platforms and the Decline of Traditional Television

Television was first demonstrated in the late 1920s and became commercially available in the 1930s (Britannica, 2024). The consumption of consumers has been the same ever since. However, in the mid-to-late 2010s, streaming platforms emerged, altering the entertainment industry significantly. For a century, people have been consuming media via scheduled broadcasting television. This allowed them to watch TV shows, TV movies, news, sports, and other types of entertainment, but ever since the rise of streaming, it has changed consumer preferences as it offered personalized content and flexibility (Ola, 2023).

Suddenly, consumers of media aren't forced to wait a week for a new episode of their shows to be aired. They can immediately view shows and movies with the click of a button without commercial breaks or advertisements popping up, which disrupts their viewing experiences. This inherent feature of streaming platforms, where consumers can watch anything on demand, is one of the main selling points of streaming (Hosseini and Karmestål, 2021). And are shifting to online platforms rather than watching what is scheduled. The convenience and freedom to choose from a massive library of proprietary entertainment content at any time is the biggest factor in the disruption in the entertainment industry.

Technological advancements also had an impact on the cutting-the-cord phenomenon which is the event of households unsubscribing from cable networks where they provide the traditional TV and film viewing experience and heavily

subscribing to streaming networks/platforms. In 2023, Lim posited that streaming platforms are now the primary source of entertainment in the Philippines according to his conducted surveys on Filipino media consumers. The change in preference was driven by the convenience, content variety, and on-demand access they offer. Also, Lim (2023) highlighted that Filipino viewers have moved on from traditional broadcasting and prefer digital services. The shift of consumer preference was proven by the economic transformation within the media industry of the country. According to the Philippine Institute for Development Studies (2024), an estimate of PHP 6.5 billion was driven by digital media that are platform-based in content delivery. Roughly 42% of the country's media market revenue was solely from streaming services, which has heavy implications for labor structures as well. These smart TVs are built for ease of navigation between apps rather than navigating channels, and this slight inconvenience became a barrier to watching traditional network programs, as they aren't as convenient to navigate with smart TV remotes. Additionally, since smart TVs are equipped with applications to access streaming platforms, it became a plug-and-play; after the consumers bought the TV and had it installed, they could already access these apps immediately. Conversely, traditional TV cable and satellite providers need to be called in, installed, and physically built in the house to get the full viewing experience (Medium, 2023).

In other countries, such as the US, major cable and satellite providers have already experienced significant subscriber loss and have "cut-the-cord". More than 20% have unsubscribed to their local service provider and settled on streaming services as their main source of entertainment (The Economist, 2019). As younger generations have

adapted to the "on-the-go" lifestyle. Streaming platforms that can be viewed on the phone and are not limited to the household were perceived as a major benefit. With traditional television struggling to keep up with the features brought by technological advancements, the rise of streaming services is not just a passing trend but could potentially be a permanent shift in how audiences consume media.

Capital Trends on the Entertainment and broadcasting industry pre- and post-streaming

Since the viewing expectations and consumer preferences have shifted, the capital allocation for stakeholder companies has shifted as well. Long gone were the days of networks relying on the traditional business model of television, which included cable subscriptions and advertising revenue from companies that made commercials. Non-intrusive ad placements that align with viewer preferences were seen as the most efficient and effective way to advertise (Chalaby, 2023). Streaming services also use algorithms not just to serve preferences on entertainment content but on advertisements as well. Consumers were shown advertisements that were more relevant to their demographic, making it more relevant and reducing ad fatigue compared to traditional TV.

With the growth of effectiveness among advertisements in streaming, marketing departments of companies allocated more resources, as it also served to be seen by someone who is already consuming entertainment within that respective field. Advertisements were personalized to the viewers and easy to reach the target audience for the advertisers, seen as a win for both sides, and streaming platforms profited by being the middleman (Waheed, 2024). Media companies didn't add a budget for the emerging platforms; rather, they reduced investments made in traditional TV while prioritizing streaming profitability. S&P Global Ratings Report's study also stated that allocating

investments to streaming aligned with the majority of media companies since it broadened the market trends, which meant a decline in linear TV advertising.

Stakeholders such as consumers and advertisers experienced benefits from the industry shift to streaming. Media companies were also at the receiving end of the shift since a study on the impact of Digital Platforms on the Film and Television industry by Curtin and Sanson concluded that "there was an inverse relationship between piracy and the rise of streaming platforms." Although accessing movies and shows at home made it convenient for piracy to produce their content, piracy overall was deemed obsolete as the majority of people had access to what was being pirated on the same day. When content was readily available, more people referred to streaming services rather than accessing pirated websites and downloading it from anonymous sources, which was always a risk in engaging pirated content online. However, the study stated a nuance that these effects to alleviate piracy only go as far as the pricing of said streaming platforms is affordable and/or meets consumer expectations. As the entertainment industry continued to evolve, streaming has not only reshaped consumer habits but also redefined the financial strategies media companies use. The shift away from traditional television created a more data-driven, personalized, and efficient marketplace—one where profitability hinges on adaptability. With market leaders, the ones who adapted first, those companies that failed to do so have gotten a smaller part of the industry as it is dictated by convenience, customization, and digital dominance.

Labor Trends and Digital Transitions in the Philippine Media Industry

Long-standing television networks such as ABS-CBN, GMA, and TV5 have dominated the Philippine media industry when the business model was still based on

cable service providers but have undergone a significant shift due to the rise of digital platforms. While traditional networks previously offered stable, long-term employment to their staff and talents, the rise of streaming introduced new employment systems that are based on flexibility and have the potential to lead to precarity. The non-renewal of ABS-CBN's franchise in 2020 displaced thousands of workers to freelance and online platforms (Punongbayan, 2020). This event symbolized a large structural shift where labor stability in the entertainment industry, specifically the media industry, was challenged not only by legal and political stances but also by technological disruption and changing viewer behaviors.

According to the Department of Labor and Employment (DOLE, 2023), the number of registered creative sector workers dropped during the pandemic years, affecting broadcasting and media professionals. While the reallocation of those workers is thinly dispersed, labor market reports note a growing trend towards “project-based employment” in media-related sectors since most content production is tied to seasonal demands, trends, and campaign cycles. Media professionals adapted by taking on multiple job titles—marketers, editors, content creators—within the gig economy framework. The demand has shifted new skill sets for network employees to platform laborers, often without formal institutional support, widening the gap between long-time professionals and digitally native entrants (PIDS, 2024).

The patterns that technological disruption brings also come with legal challenges. Although Republic Act No. 11996, also known as the Eddie Garcia Act, was enacted to improve the working conditions for media workers, the scope was just focused on regulated TV and film productions, not algorithm-driven digital content creation.

Streaming platforms and online content producers operate in a space that remains underregulated, leaving many media workers in legal stalemate. As the entertainment demand and labor of the country shift to digital, the questions remain on how labor laws, union representation, and professional development will evolve alongside technological trends in media.

Regulatory and Labor Union Effects and Responses to Streaming Industry Practices

Labor unions have been at the forefront of resisting exploitative practices by streaming giants. Aymar Jean Christian and Chelsea Peterson-Salahuddin (2023) explored how Hollywood workers have actively resisted the consolidation of power in streaming platforms, which often take control over production, distribution, and exhibition. Their study highlights how digital platforms sidestep traditional labor structures, prompting workers to organize through online movements and collective bargaining efforts. The need for stronger labor protections has become more evident as streaming companies continue to challenge established industry norms.

In 2023, the Hollywood labor strikes demonstrated intensifying conflicts between streaming platforms and their media staff. The Writers Guild of America, together with the Screen Actors Guild–American Federation of Television and Radio Artists, launched their strike because they wanted fair wages combined with improved working conditions and residual payments that should match streaming revenue streams (Wessell 2023). Trade residuals, which were commonly paid by network television to labor, have dwindled away because digital distribution has become more prominent. Through collective bargaining, the strikes proved how effective organized labor can be in getting streaming businesses to face fair compensation practices. The assessment of streaming

services by governing bodies focuses on their effects on employee rights. A recent legal dispute arose when producers of *Love is Blind* were accused of mislabeling cast members as participants instead of employees during production (Reuters, 2024). The incorrect employee classification allowed production companies to circumvent labor regulations, which generated unfavorable workplace conditions with substandard pay. Streamers, along with their corporate partners, exploit legal gray areas to minimize expenses, but such practices generate doubt about online entertainment work ethics. Labor disputes continue to spread from conventional media platforms to include the gaming sector, which applies to a similar digital distribution infrastructure. SAG-AFTRA announced its strike against League of Legends because of poor working standards faced by voice actors, according to the Associated Press (2024). Similar to streaming, the ambiguous labor regulations in digital content distribution resulted in conflicts about compensation payments as well as worker safeguards. Digital content creators, together with performers, experience widespread difficulties because of the similarities between the gaming and streaming sectors.

Certain nations have established proactive legislation to defend employees who work in the entertainment fields. Republic Act No. 11996 serves as the 'Eddie Garcia Act' in the Philippines to establish fair wages along with proper working conditions for talents and workers throughout film and television production (NDV Law, 2024). The legislation demonstrates how regulatory systems protect worker rights throughout the industry transformations. The streaming era brings doubt about the legal power of this labor law because the jurisdiction of national labor laws frequently does not apply to global digital platforms. Labor unions and regulators must adapt to the new entertainment sector.

Despite resistance and policy changes, streaming businesses continue to dictate major elements of work conditions in the industry. The industry faces an increased risk of employee exploitation when labor protections and regulatory oversight remain weak.

Synthesis and Research Gap

The reviewed literature shows that streaming has reshaped media consumption, capital investment, and labor structures globally and in the Philippines. International studies highlight major labor disruptions—such as declining job stability, evolving wage systems, and shifting skill requirements—yet Philippine scholarship has largely focused on content, digital strategy, and regulatory responses rather than worker outcomes. Although local reports outline industry changes, no empirical study has examined how Filipino media professionals themselves experience job security, income shifts, and new skill demands in the streaming era. This study addresses that gap by providing a labor-focused assessment of the workforce amid the industry's digital transition.

Chapter 3

This chapter lays the foundations of the whole study by containing the theoretical framework, which will support the assumptions. The conceptual framework can also be found in this chapter, which establishes relationships among key variables. The operational framework states the method of data collection and analysis. Established economic and labor market theories serve as the foundation for this chapter to develop an organized framework to study the employment and working condition transformations of television professionals during technological transitions in the media industry.

Theoretical Framework

The study is underpinned by the theoretical framework, which consists of two complementary economic theories that establish the complex relationship between technological advancement and its effects on the labor market of the media industry. Schumpeter's Creative Destruction theory (1942) provided insights into the disruption of streaming platforms to traditional broadcasting models, and Labor Market Segmentation theory explains the resulting shifts in employment structures in the industry. Together, both theories complement each other by providing a comprehensive perspective that analyzes how the rise of streaming services impacts the labor of television professionals.

Creative Destruction

In Schumpeter's assessment, innovation naturally disrupts the industry by introducing new products that shape the market, production method, and how people consume industry products. With the traditional television industry, the innovation is a streaming service, where on-demand entertainment consumption is the primary new experience consumers can get. Analyzing this innovation, with the added convenience of a click-and-play concept, it is certainly more reliable to consume content in this fashion rather than interrupted and scheduled programming (Kumar et al., 2022). According to Schumpeter's creative destruction, the innovation of streaming platforms deems broadcasting media outdated. Shifts in consumption patterns of the market can already be seen as the cutting-the-cord phenomenon is more than rampant, as 20% of the customers of cable providers have already unsubscribed to their services (The Economist 2019). Schumpeter also observed that disruption in the industry isn't just limited to the demand side of the market but also to labor shifts as well. This parallels how labor demand shifts between old and new technologies. As the market favors the new product, the demand for

workers in the old system declines and eventually disappears, while new roles emerge in the innovative sector.

The innovation of streaming platforms alters the landscape and transforms the entertainment industry. Digitalization and technological change are shown to alter labour markets and wage structures across sectors, as jobs are reconfigured, displaced, or created in response to new production systems (Autor, 2022; ILO, 2022). This applies to media and broadcasting as they transition toward streaming and platform-based models (Chalaby, 2024). Professionals in the industry could experience structural unemployment, job displacements, and new job titles can be created in response to the emerging technology (EconLib, n.d.; Core Econ, 2017; Autor, 2022). This transformation aligns with Schumpeter's theory of Creative destruction as it pertains to technological advancements that dismantle existing structures and create new ones in the process. The market dominance of traditional broadcasting networks is slowly diminishing due to the expansion of streaming platforms, and this force shifts in employment patterns. This study explores the influences of the rise of streaming platforms (independent variable) on labor conditions of TV professionals (dependent variable), including and limited to job security, wage structures, and skill demand. By assessing these impacts, this study aims to identify if technological shifts lead to increased opportunities, greater employment instability or a complex reconfiguration of the industry's workforce.

Labor Market Segmentation

The main argument of Labor Market Segmentation Theory is that the labor markets are split into two distinct segments: the primary sector, which consists of stable, well-paid jobs, plus benefits that come from regular jobs with the bonus of career advancement opportunities. The

secondary sector, however, is described as having low wages, unstable jobs, and minimal career growth. (Doeringer & Piore, 1971). By using this theory, this study can determine the shifting employment conditions of TV professionals amid the rise of streaming platforms, whether the shift leads to greater labor flexibility or worsens employment precarity. With that determination, long-term effects can be assessed to mitigate negative impacts on the workforce.

The rise of streaming platforms has disrupted the old employment model in traditional television. Previously, large broadcast networks tended to offer regular, full-time jobs that fit the “primary sector” idea of stable, protected employment. Recent reports on media and culture work, however, show a growing share of project-based and freelance arrangements as production and distribution move to digital and platform-based systems (ILO, 2019; ILO, 2022; Chalaby, 2024). But in the past few years, the increasing dominance in the market of streaming platforms led to an industry-wide restructuring, which forced many professionals who were previously in the primary sector to have freelance, contractual, and project-based work, which removes them from the benefits and job stability they once had, thus moving them to the secondary sector. The Labor Market Segmentation Theory helps analyze these shifts (from primary to secondary) resulting from the transition from traditional TV to streaming services.

Factors affecting the shift is explained by the theory; first, erosion of stable employment is happening because products of streaming-based companies usually employ on a project-to- project basis. This change makes stable and employed jobs replaced by freelance and gig-based jobs, thus making it less stable for professionals. Second, Fixed salaries and tenure for studios or network companies disappeared mostly from non-executive positions, making the income inequality more pronounced. Last,

traditional professionals, formerly from the primary sector, often lack digital skills, making it difficult to transition into streaming-related roles; therefore, barriers to further career opportunities are created.

Throughout the decades, the Philippine entertainment industry granted ABS-CBN, GMA, and TV5 traditional TV networks to deliver long-term job stability for their production team members, screenwriters, and on-screen personnel. TV professionals faced a job loss crisis due to streaming services such as Netflix, as well as YouTube and iWantTFC, which led them to become freelancers or start digital content work. The insufficient labor protections afforded to short-term workers in the Philippines heighten their employment risk, which exposes them to irregular industry demands.

Conceptual Framework

The conceptual framework illustrates how the Philippine television and media labor market transitions from traditional broadcasting toward digitally driven, platform-based production models. The diagram begins by defining the scope of the traditional media industry—composed of production crews, post-production teams, writers, directors, producers, managers, and other technical and creative professionals. These occupations historically operated within a stable and hierarchical employment structure.

Before the rise of streaming, the labor market was characterized by predictable wage systems, regular or permanent job appointments, slower technological shifts, and primary-sector employment conditions. These features positioned the workforce within a relatively secure and structured environment.

The framework identifies the Shift to Streaming as the central disruptive force. Changes in consumer viewing preferences, new patterns of capital allocation toward digital platforms, and

the expansion of gig-economy production systems collectively redirect market demand away from traditional broadcasting. This transition is further explained by two supporting theories.

Schumpeter's Creative Destruction (1942) conceptualizes technological innovation as a process that dismantles established industries while creating new ones. Applied to media labor, advancements in digital production and the rise of algorithm-driven content consumption reduce the demand for certain traditional roles while increasing the need for digitally specialized skills.

Meanwhile, Labor Market Segmentation Theory (Doeringer & Piore, 1971) explains how the shift restructures employment into more fragmented arrangements. The erosion of stable employment, widening income inequality, and the growing prevalence of gig-based work are consistent with the segmentation of labor into primary (secure, stable) and secondary (unstable, flexible) sectors.

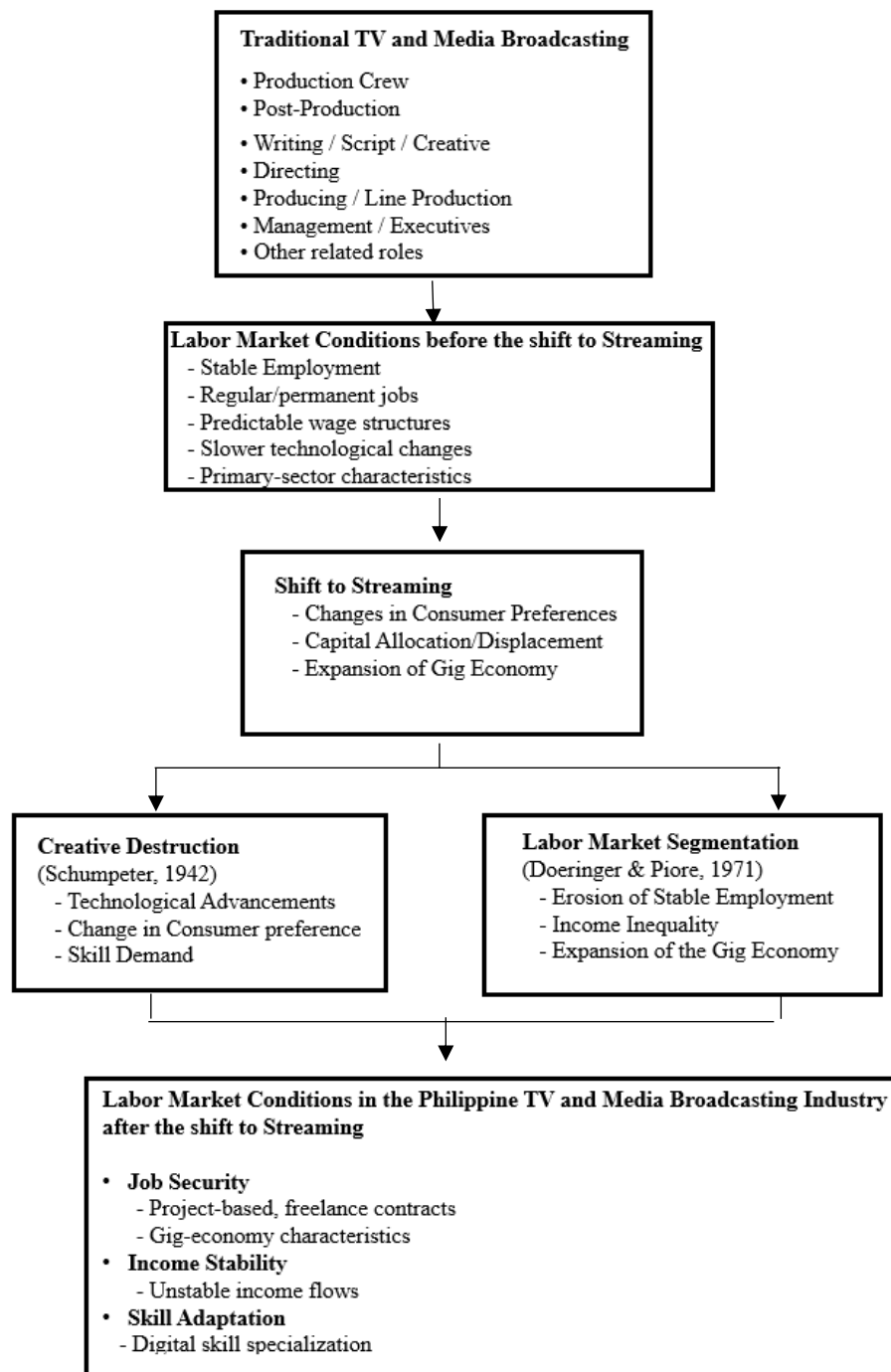
Together, these mechanisms lead to new Labor Market Conditions in the Philippine TV and Media Broadcasting Industry after the shift to streaming. The framework identifies three main labor outcomes:

1. Job Security – Traditional permanent roles decline, replaced by project-based or freelance contracting arrangements indicative of gig-economy dynamics.
2. Income Stability – Earnings become less predictable as workers move from monthly salaries toward variable project-based revenue.
3. Skill Adaptation – Digital production tools, platform analytics, and specialized online workflows necessitate updated technical and creative competencies.

Through this integrated framework, the study conceptualizes how technological disruption,

market realignment, and labor segmentation collectively shape the evolving employment realities of Filipino media professionals in the streaming era

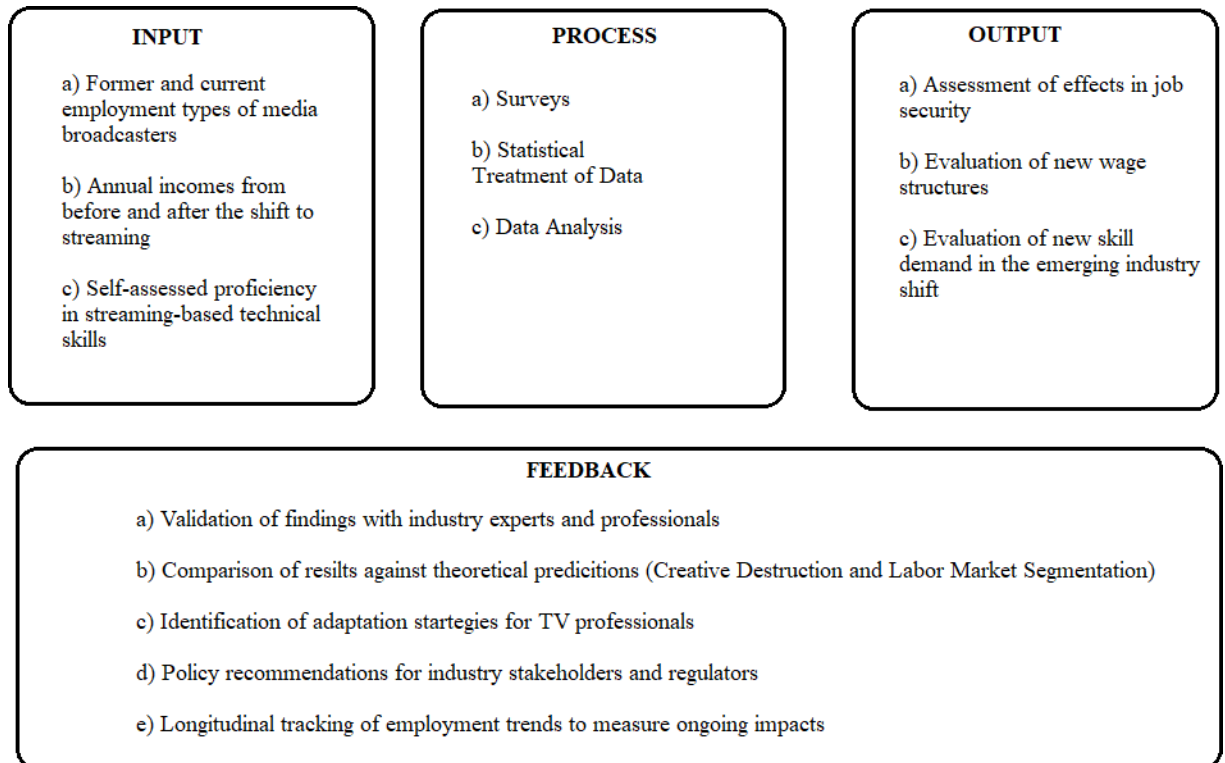
Figure 1



Operational Framework

The operational framework illustrates the approach to investigating the impacts of streaming platforms on the labor of media professionals. By collecting data on current and former employment status, wage structures, and proficiency on skills that are required in working for streaming platforms (input), and applying research methodologies including surveys, statistical treatment, and analysis (process), this will produce a comprehensive assessment of job security, wage structures, and new skill demand(output). Plus, a validation mechanism of practical recommendations serves as the feedback to ensure the research maintains relevance for industry stakeholders and future studies.

Figure 2



Assumptions

- 1) The shift to streaming disrupts job stability among professionals in the media industry.
- 2) The Traditional long-term employment structure in TV broadcasting will be replaced by freelance work, and the gig economy will experience an upsurge.
- 3) There is a significant decrease in annual incomes as stable monthly wages aren't feasible
- 4) Long-time professionals adapted new technical skills to adapt to streaming-based jobs

Hypothesis

The study seeks to determine whether the transition from traditional television broadcasting to streaming platforms has measurable effects on key labor outcomes among Filipino media professionals. Consistent with the conceptual framework and the regression-based analytical strategy, the hypotheses are formulated to test the predictive influence of the industry shift on job security, income stability, and skill requirements.

For this study, the period *before the rise of streaming* is operationally defined as 2016–2018, while the period *during the rise of streaming* refers to 2023–2025, based on industry developments outlined in Chapter 2. These reference years reflect the transition point at which digital platforms began significantly reshaping labor conditions in the Philippine media industry. Aligned with the study's regression models (logistic regression for job security and OLS regression for income stability and skill requirements), the hypotheses are stated as follows:

H_{01a}: Experience and streaming impact significantly predict job security among permanent workers.

H_{01b}: Experience and streaming impact significantly predict job security among non-permanent workers.

H₀2a: Experience and streaming impact significantly predict income stability among permanent workers.

H₀2b: Experience and streaming impact significantly predict income stability among non-permanent workers.

H₀3a: The rise of streaming platforms has no significant effect on the skill requirements of Filipino media professionals.

H₀3b: Experience and streaming impact significantly predict income stability among non-permanent workers.

Chapter 4

Research Design and Strategy

The study utilized a quantitative-correlational research design. The researcher's goal is to analyze and measure the labor-related effects of the shift of the traditional media industry into streaming platforms, namely job security, income stability, and skill requirements. This design identifies statistical associations between variables and estimates the direction and magnitude of their relationships (Johnson and Christensen, 2019) among Filipino media professionals, deeming it the most appropriate design. The descriptive nature of this design enabled the researcher to present the ways the industry responded to technological disruption in terms of labor conditions in the media sector.

Research Participants/Respondents

In this study, the participants included 39 Filipino film and television professionals. This includes a wide range of media professionals, including production, post-production, writing, directing, producing, and management/executive functions. A complementary criterion is that professionals should have worked for 10 years or more to ensure that they

have worked in the industry before or during the emergence of digital streaming platforms, which, in turn, they had firsthand experience with the shift. The specificity of these criteria ensures the relevance and appropriateness of respondents for the quality and accuracy of the study's primary questions and objectives.

Sampling Design

Primarily, the study employed a purposive sampling technique. It was used to ensure that all respondents met the inclusion criterion of having at least 10 years of experience in the Philippine media industry, specifically those who had already worked during or before the industry's transition into streaming. Because a complete population list of such workers does not exist, snowball sampling was used to supplement recruitment by allowing qualified participants to refer peers with similar backgrounds. This approach is standard when targeting specialized, hard-to-reach professional groups (Etikan, Musa, & Alkassim, 2016).

While this method does not ensure a statistically representative sample, it is effective for reaching a niche group with direct relevance to the research problem. Although this may cause homogeneity of responses, as participants tend to refer individuals within their professional and social circles who share similar employment backgrounds. As a result, the findings may be subject to selection bias. This limitation is fully acknowledged in the interpretation of the study's conclusions.

During the proposal stage, the researcher initially estimated a target of 100 respondents using Slovin's formula based on available employment aggregates from major broadcasting networks. However, as the scope of the study evolved to include freelance, project-based, and film-industry professionals, it became evident that no comprehensive population list exists for this expanded sector. Because non-regular and cross-platform media workers are not

systematically enumerated in any registry, probabilistic methods such as Slovin's formula are no longer applicable. Consequently, the study adopted purposive and snowball sampling and relied on established methodological guidelines (Roscoe, 1975; Hill, 1998), which recommend a minimum of 30 respondents for correlational and multivariate analysis. With 39 qualified respondents, the final sample meets these standards.

Measurement and Instrumentation

The study used a structured survey questionnaire consisting of four major sections: (a) demographic and employment information, (b) job security, (c) income stability, and (d) skill requirements. The instrument was adapted from existing labor and media studies but several items were modified to fit the Philippine media context. Because of these modifications, a pre-test was administered to a small group of media practitioners to evaluate clarity and internal consistency before full deployment. Cronbach's alpha from the pre-test indicated strong reliability for the composite scales (Income Stability: $\alpha = .95$; Skill Requirement: $\alpha = .90$), confirming the suitability of the revised items for the main survey.

Job Security

Job security was measured through a binary item asking respondents whether the rise of streaming platforms affected their employment security (0 = No, 1 = Yes). To address the panel's concern regarding differing interpretations across employment arrangements, job security responses were also examined according to permanent vs. non-permanent workers. This categorization is essential because contract type may shape perceptions of security independent of streaming effects. The descriptive treatment of these groups is discussed in Chapter 5.

Income Stability

Income stability was assessed using a composite scale consisting of statements rated on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Items captured changes in income patterns, predictability of earnings, and financial strain following the industry shift. Additionally, respondents reported their income range for two periods (2016–2018 and 2023–2025), allowing for descriptive comparison of wage trends across time.

Skill Requirement / Skill Adaptation

Skill requirements were measured using a 5-point proficiency scale assessing how skilled respondents perceived themselves to be in various technical and digital competencies relevant to streaming-era production. The scale ranged from 1 = Not at all Skilled to 5 = Very Skilled. Items covered include editing, digital content creation, post-production software, streaming workflows, and other emerging competencies.

Employment and Background Variables

Experience in Years (ratio scale), Employment Type (dummy-coded: 1 = permanent; 0 = non-permanent), and a binary indicator for perceived streaming impact (0 = No impact, 1 = With impact) were used as predictors in the regression models.

Table 1.

Variables Table used for the data analysis

Variability	Indicators (items/examples)	Types of data
Job Security	(0 = Not affected / secure; 1 = Affected / insecure)	Binary
Streaming Impact (binary)	(0 = No; 1 = Yes)	Binary
Employment Type Dummy	(1 = non-regular, 0 = regular)	Binary

Experience in Years	Number of years working in TV/film/media	Continuous
Income Range (2016 – 2018)	Income bracket in PHP	Numeric
Income Range (2023 – 2025)	Income bracket in PHP	Numeric
Income Difference	Income Range (2023–2025)	Continuous
Income Stability (IS)	Composite of items IS1–IS5	Continuous
Skill Requirement (SS)	Composite of items SS1–SS7	Continuous
Other Controls	Gender, Age group, Role Category	Categorical / dummy coded as needed

Sources: (De Witte, 2000), (Spector, 1997), (UNESCO, 2018), (Hargittai, 2005)

Research Procedure and Data Collection

The Data collection process was conducted online to maximize accessibility across geographically dispersed media professionals. The researcher distributed the survey link through purposive email, professional networks, and other messaging platforms. A brief introduction describing the purpose of the study, assurance of confidentiality, and voluntary participation was provided at the start of the questionnaire.

Completed responses were automatically recorded and exported into Microsoft Excel for initial organization. Only fully completed questionnaires were retained for analysis. One response was excluded for not meeting the minimum experience requirement, resulting in a final sample of 39 qualified participants.

Research Ethics Approaches

Ethical approaches to primary data collection involving human participants were given the utmost priority while conducting the data collection. According to the University of Portsmouth (n.d.), researchers must ensure that participants provide

informed consent, understand the purpose of the research, and are aware of their rights, including the right to withdraw at any time.

The researcher ensured confidentiality, elimination of harm, voluntary participation, informed consent, and anonymity among the respondents. Participants were given the opportunity to withdraw at any point during the data collection process and were provided with a clear explanation of the research's objectives and procedures. The data collected from the questionnaires were securely stored and used solely for academic purposes. Informed consent was obtained through a signed form that accompanied each questionnaire. The study adhered to ethical guidelines for social research and complied with the Data Privacy Act of 2012 (Republic Act No. 10173) of the Philippines.

Data Analysis

Data analysis consisted of descriptive and inferential procedures aligned with the study's correlational design. Also, for each dependent variable, 3 separate models were used to be consistent with its measurement level and theoretical foundations.

Descriptive Statistics

Descriptive statistics were computed to provide an overview of the respondents' characteristics and to summarize the major variables included in the study. For categorical variables such as employment type, job security responses, and other demographic indicators, frequency and percentage distributions were generated to describe the composition of the sample. For continuous and scale-based variables—including Experience in Years and the composite indices for Income Stability and Skill Requirement—measures of central tendency (mean, median) and dispersion (standard deviation) were calculated.

In addition to overall summaries, the study also produced descriptive comparisons across key labor segments (e.g., permanent and non-permanent workers). These group-based summaries support a clearer understanding of how employment arrangements relate to job security perceptions, wage stability, and skill requirements, and they provide foundational context for the subsequent inferential analyses. All descriptive tables and narrative interpretations are presented in Chapter 5.

Inferential Statistics

Two forms of regression analysis were used:

- 1) Binary Logistic Regression (Logit) for the binary dependent variable Job Security for permanent workers. Logit regression was only applied to permanent workers since applying it to non-permanent workers results in quasi-separation

For Job Security

Permanent workers

$$\text{logit}(P(\text{JobSecurityBinary}=1)) = \beta_0 + \beta_1(\text{Experience in Years}) + \beta_2$$

(Streaming Impact Binary)

Non-Permanent Workers

The lack of variation in job security responses among non-permanent workers prevented meaningful estimation of a logit model. For this group, job security was analyzed descriptively.

- 2) Ordinary Least Squares (OLS) Regression for Income Stability and Skill Requirement composite scores, which were treated as continuous variables. Where;

For Income Stability

Permanent and Non-Permanent workers

$$IS = \beta_0 + \beta_1(\text{Experience in Years}) + \beta_2(\text{Streaming Impact Binary}) + \epsilon$$

For Skill Requirement

Permanent and Non-Permanent Workers

$$SS = \beta_0 + \beta_1(\text{Experience in Years}) + \beta_2(\text{Streaming Impact Binary}) + \epsilon$$

Regression Assumptions and Diagnostic Tests

Before conducting regression analysis, several diagnostic tests were identified to ensure that the models meet the underlying statistical assumptions and produce valid results. The following tests were selected due to their appropriateness for the study's regression procedures:

Test for ***Normality of Residuals***. The Jarque–Bera test was planned to assess whether the residuals of the OLS models follow a normal distribution. Normal residuals improve the interpretability and reliability of regression estimates, particularly for smaller samples.

Test for ***Homoscedasticity***. The Breusch–Pagan test was identified to evaluate whether the variance of the residuals is constant across all levels of the predictors. This assumption is important for ensuring that standard errors are unbiased. In cases where heteroskedasticity is detected, robust standard errors (e.g., HC3) are applied.

Test for ***Multicollinearity***. Variance Inflation Factors (VIF) were designated to determine whether predictors in the regression models are excessively correlated. Acceptable VIF values indicate that predictors contribute unique information to the model (Field, 2018).

Test for *Autocorrelation*. The Durbin–Watson statistic was chosen to check for autocorrelation in the residuals. Although autocorrelation is less common in cross-sectional data, confirming its absence strengthens the validity of the model.

Test for *Linearity of Relationships*. Residual-versus-fitted plots were planned to visually inspect whether the relationship between predictors and the dependent variable is linear, as required in OLS regression.

Test for *Model Fit and Separation*. For logistic regression, model diagnostics such as log-likelihood criteria and evaluation of potential separation were included to verify that the model converges properly and that predictors do not perfectly classify outcomes.

Lastly, all survey data were encoded, cleaned, and analyzed using Microsoft Excel for data preparation and Google Colab for statistical testing and regression modeling.

Chapter 5

Results and Discussion

In this chapter, the researcher presents the results and analysis of the statistical analyses conducted to examine how the rise of streaming platforms has influenced job security, income stability, and skill requirements among Filipino media professionals. This chapter also presents a descriptive summary of the respondents' corresponding responses on key variables, including past and current employment status, perceived job security, income stability, and skill adaptation. To summarize the data, the researcher employed descriptive statistics, including frequency counts, means, and standard deviations.

The gathered data was also examined by using econometric models, specifically, Binary Logistic Regression for Job Security and Ordinary Least Squares (OLS) regressions for Income Stability and Skill Requirement. The chapter is structured as (1) demographic and professional profile of respondents, (2) descriptive presentation of major variables, (3) results of the regression analyses and hypothesis testing, and (4) interpretation of findings in light of the study's objectives and relevant literature.

Profile of Respondents

The respondents of this study consist of 39 Filipino media professionals working in television, film, and digital production sectors. All of the respondents had at least ten years of experience in the industry; this is notable as respondents should have experienced working during or before the transition from traditional broadcasting to digital streaming.

Data on the respondents' employment type, years of experience, and field of specialization were gathered through the survey instrument. The variables gathered were summarized using frequency counts and percentages to establish the demographic and professional profile of the sample.

Table 2

Demographic Profile of Media Professionals

Demographic and Employment Information	Total Frequency (n = 39)	Percentage of Total
Gender		
Male	16	42.5%
Female	17	42.5%
Prefer not to say	6	6%

Job Role		
Production Crew (Camera, Lighting, Sound Set Design, Wardrobe, etc.)	16	40%
Post-Production (Editing, VFX, Sound Design, Subtitling, etc.)	6	17.5%
Writing/Script (Writers, Research, Story Editors)	6	15%
Directing (Director, Assistant Director)	6	15%
Producing (Line Producer, Showrunner, Production Manager)	4	10%
Management/Executive (Network, Studio, Streaming platform leadership)	3	7.5%
Other	5	12.5%
Current Employment Type		
Regular/Permanent	17	42.5%
Project-based/Contractual	22	57.5%
Freelance	16	42%
Years of Experience in the Media Industry		
10 – 14 years	17	43.5%
15 – 19 years	13	33.3%
20 years and above	9	23%

Figure 3 Graphical Representation of Respondents' Job Roles

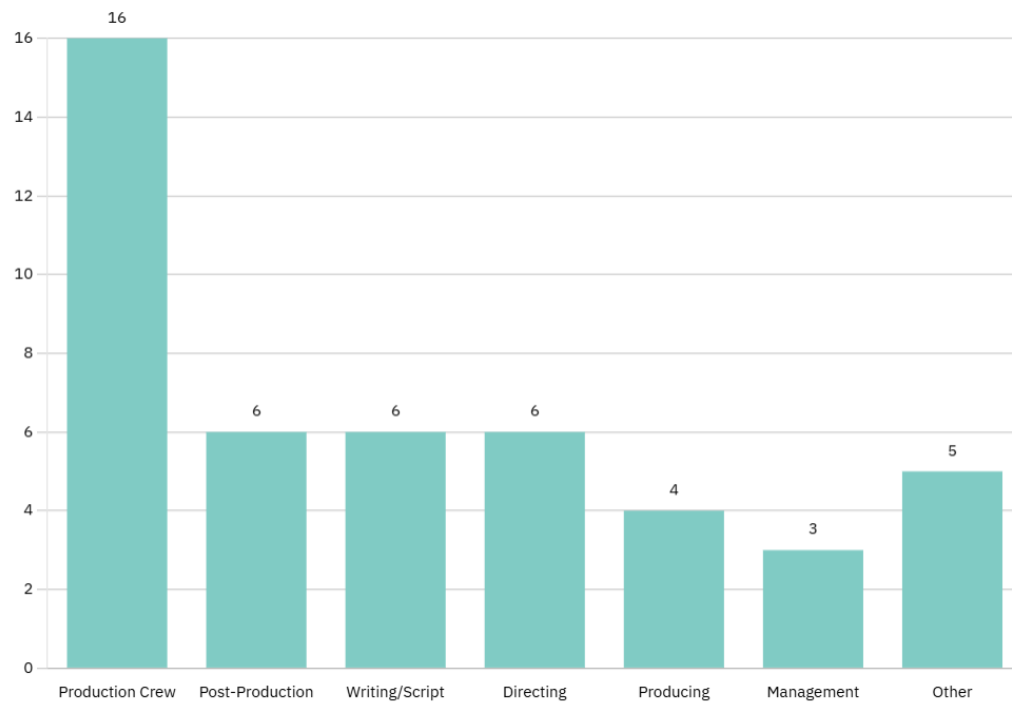


Figure 4 Graphical Representation of Respondents' Current Employment Type

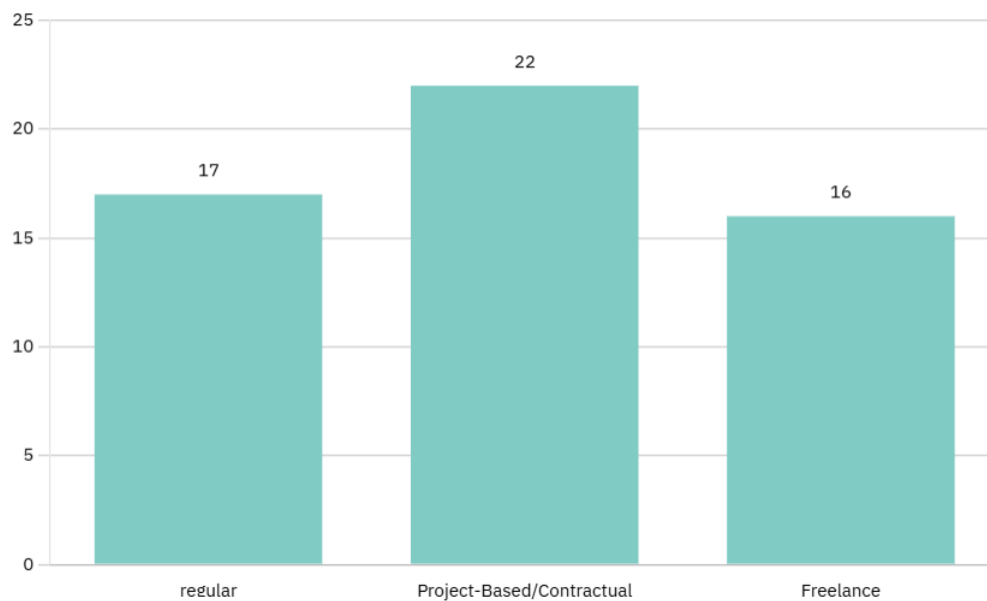


Table 2, figure 3, and figure 4 outlines a diverse sample of media professionals across production, post-production, writing, directing, producing, and management roles. Respondents were also evenly split across gender and exhibited mixed employment arrangements (regular, project-based, freelance). The distribution of years of experience indicates that the sample is composed of seasoned industry practitioners whose experiences span both the pre-streaming and streaming eras.

Job Security

For job security, five tables are presented: descriptive statistics for permanent and non-permanent workers, frequency distributions of perceived job security for both groups, and the logistic regression results for permanent workers. The researcher noted that due to quasi-separation occurring in the non-permanent subsample—where job insecurity was overwhelmingly concentrated—the regression model for this group could not be meaningfully estimated. As a result, job security among non-permanent workers is analyzed descriptively rather than through inferential modeling. This structure allows for a clear comparison of job security patterns across employment types while ensuring that the analytical approach remains aligned with the characteristics of the underlying data.

Table 3.

Descriptive Statistics – Permanent Workers

Statistic	Job Security Binary	Experience in Years	Streaming Impact Binary
Count	17	17	17
Mean	0.412	18.059	0.353
Std Dev	0.507	4.205	0.493

The descriptive statistics show that permanent workers experience a moderate level of job insecurity, with a mean score of 0.41, indicating that a substantial portion of the group perceives insecurity despite having stable employment contracts. Their average experience level is relatively high at 18 years, suggesting a mature workforce. Streaming Impact also shows variation within the group, indicating that not all permanent workers perceive themselves as equally affected by the rise of streaming platforms. Overall, these descriptive patterns suggest that job security concerns persist even among permanent employees in the media sector.

Table 4.

Frequency Table for Perceived Job Security of Permanent Workers

<i>Job Security</i>	<i>Count</i>
<i>0 (Secure)</i>	<i>10</i>
<i>1 (Insecure)</i>	<i>7</i>

The frequency distribution reveals that 10 permanent workers report feeling secure, while 7 report insecurity. This near-even split highlights that job security perceptions are not uniformly determined by employment status alone. Despite having permanent contracts, a meaningful proportion of workers still experience insecurity, suggesting potential pressures arising from technological shifts or organizational changes in the industry.

Logistic Regression – Permanent Workers

Table 5.

Logistic Regression Results for Job Security (Permanent Workers)

Variable	Coefficient (β)	Std. Error	z-Value	p- Value
Constant	0.9583	4.161	0.230	0.818
Experience (Years)	-0.1833	0.243	-0.753	0.451
Streaming Impact	30.2646	514,959.0	~0.00	0.999

The regression results indicate that neither experience nor streaming significantly predicts job insecurity among permanent workers. Experience shows a negative but non-significant association, implying that longer tenure does not guarantee greater security perceptions. Streaming Impact produces an imprecise estimate (std. error 500,000), suggesting no reliable evidence that perceived exposure to streaming-related disruptions affects job security in this group. These findings imply that other factors—such as organizational culture, job roles, or sectoral instability—may play a more substantial role in shaping job security perceptions among permanent employees.

Descriptive Statistics – Non-Permanent Workers

Table 6.

Descriptive Statistics for Job Security of Non-Permanent Workers

Measure	Job Security	Experience (Years)	Streaming Impact
Number of Workers (N)	22	22	22
Mean	0.14	14.14	0.18

Standard Deviation	0.35	3.78	0.39
Minimum	0	10	0
Maximum	1	24	1

Non-permanent workers exhibit a high mean job insecurity score (0.14 secure → 86% insecure), indicating widespread precarity across the group. Their average industry experience is lower than that of permanent workers, and only a small proportion report being affected by streaming. The combination of low experience and minimal structural protections likely contributes to consistently insecure working conditions. These descriptive findings illustrate a workforce segment facing persistent vulnerability regardless of individual characteristics.

Table 7.

Frequency Table for Perceived Job Security of Non-Permanent Workers

Job Security	Count
0 (Secure)	19
1 (Insecure)	3

The frequency distribution shows that a large majority of non-permanent workers—19 out of 22 respondents—reported feeling secure in their employment, while only three indicated insecurities. This pronounced imbalance demonstrates that perceptions of job security among non-permanent workers in this sample are overwhelmingly positive. The lack of variation in responses makes statistical modeling inappropriate, as logistic regression cannot reliably estimate the effects of experience or streaming-related disruptions when nearly all outcomes fall

into a single category. These results suggest that, contrary to common assumptions about contingent labor, non-permanent workers in the television sector may experience a form of stability shaped by ongoing project cycles, long-term working relationships, or industry norms that support recurrent employment opportunities.

Income Stability

Descriptive Statistics – Permanent Workers

Table 8.

Descriptive Statistics for Income Stability (Permanent Workers)

Measure	Income Stability (IS)	Experience (Years)	Streaming Impact
Number of Workers (N)	17	17	17
Mean	3.25	18.06	0.35
Standard Deviation	0.55	4.21	0.49
Minimum	2.4	10	0
Maximum	4.2	24	1

Permanent workers display relatively high levels of income stability, with a mean value above 3.25 on the scale. Their experience remains high on average, and over one-third report being affected by streaming. The descriptive results suggest that although permanent workers generally enjoy predictable income patterns, external factors—such as technological shifts—may still influence their financial stability. This variation supports the need to examine how industry disruptions shape income-related outcomes.

Regression Results – Permanent Workers

Table 9.**OLS Regression Results for Income Stability (Permanent Workers)**

Variable	Coefficient (β)	Std. Error	t-Value	p-Value	Plain Interpretation
Constant	2.9705	0.4792	6.20	0.0000	Baseline income stability is high.
Experience (Years)	0.0301	0.0244	1.24	0.237	More experience is associated with slightly higher stability, but not significantly.
Streaming Impact	-0.7241	0.2079	-3.48	0.0037	Workers affected by streaming report <i>significantly lower</i> income stability.

The regression results demonstrate that streaming-related disruptions have a significant negative effect on income stability among permanent workers. Those who perceive themselves as affected by streaming report notably lower income stability scores. Meanwhile, experience does not significantly predict income stability, indicating that tenure alone does not guarantee protection from financial fluctuations. These findings suggest that even workers with permanent contracts may feel financially vulnerable when technological shifts alter industry structures or workloads.

Descriptive Statistics – Non-Permanent Workers**Table 10.***Descriptive Statistics for Income Stability (Non-Permanent Workers)*

Measure	Income Stability (IS)	Experience (Years)	Streaming Impact
Number of Workers (N)	22	22	22
Mean	2.90	14.14	0.18

Standard Deviation	0.69	3.78	0.39
Minimum	0.80	10	0
Maximum	3.80	24	1

Non-permanent workers exhibit lower average income stability (mean ≈ 2.90), reflecting the inherently fluctuating nature of freelance and project-based work. Their experience levels vary moderately, and only a minority reports streaming impact. Overall, the descriptive results illustrate a workforce that faces regular financial uncertainty, likely due to episodic work schedules and inconsistent contracting opportunities.

Regression Results – Non-Permanent Workers

Table 11.

OLS Regression Results for Income Stability (Non-Permanent Workers)

Variable	Coefficient (β)	Std. Error	t- Value	p- Value	Plain Interpretation
Constant	2.5827	0.6036	4.28	0.0004	Baseline income stability is modest.
Experience (Years)	0.0281	0.0403	0.70	0.493	Experience does not meaningfully improve stability.
Streaming Impact	-0.4412	0.3858	-1.14	0.267	Streaming impact is associated with slightly lower stability, but not significantly.

The regression results show that neither experience nor streaming significantly predicts income stability among non-permanent workers. Experience has little effect on financial outcomes, suggesting that even seasoned workers remain vulnerable to income fluctuations. Streaming impact, though negative in direction, is not statistically meaningful. These results

indicate that income variability in this group likely stems from structural features of contingent employment rather than individual factors or perceived exposure to streaming-related disruptions.

Skill Requirements

Descriptive Statistics – Permanent Workers

Table 12.

Descriptive Statistics for Skill Requirements (Permanent Workers)

Measure	Skill Requirement (SS)	Experience (Years)	Streaming Impact
Number of Workers (N)	17	17	17
Mean	2.18	18.06	0.35
Standard Deviation	0.48	4.21	0.49
Minimum	1.42	10	0
Maximum	3.29	24	1

Permanent workers report moderate levels of perceived skill requirements, with mean scores around 2.18. Their relatively high experience levels suggest that they are seasoned professionals who may have adapted to evolving industry practices. Variation in streaming impact also indicates that skill expectations may differ depending on workers' exposure to new production environments and platform demands.

Regression Results – Permanent Workers

Table 13.

OLS Regression Results for Skill Requirements (Permanent Workers)

Variable	Coefficient (β)	Std. Error	t-Value	p-Value	Plain Interpretation
Constant	1.3803	0.6012	2.30	0.0376	Baseline perceived skill requirement is moderate.
Experience (Years)	0.0420	0.0306	1.37	0.191	More experience is associated with slightly higher skills, but not significantly.
Streaming Impact	0.1314	0.2608	0.50	0.622	Streaming impact does not significantly change perceived skill requirements.

The regression results indicate that neither experience nor streaming impact significantly predicts perceived skill requirements among permanent workers. Experience shows a small positive coefficient, suggesting that longer-tenured workers may perceive slightly higher skill demands, but not at a statistically meaningful level. Streaming Impact also does not significantly influence perceived skill requirements. These findings suggest that skill expectations for permanent workers may be shaped more by organizational standards or industry-wide norms than by personal tenure or exposure to streaming-related changes.

Descriptive Statistics – Non-Permanent Workers

Table 14.

Descriptive Statistics for Skill Requirements (Non-Permanent Workers)

Measure	Skill Requirement (SS)	Experience (Years)	Streaming Impact
Number of Workers (N)	22	22	22
Mean	2.11	14.14	0.18
Standard Deviation	0.71	3.78	0.39

Minimum	1.14	10	0
Maximum	3.71	24	1

Non-permanent workers report similar mean skill requirement levels (around 2.11) but with higher variability than permanent employees. This suggests that contingent workers may face uneven or inconsistent skill demands, potentially driven by the diverse nature of freelance and project-based assignments. Lower experience levels also imply that many non-permanent workers are still developing the competencies necessary for increasingly digital production environments.

Regression Results – Non-Permanent Workers

Table 15.

OLS Regression Results for Skill Requirements (Non-Permanent Workers)

Variable	Coefficient (β)	Std. Error	t-Value	p-Value	Plain Interpretation
Constant	1.5833	0.6231	2.54	0.0199	Baseline skill requirement is moderate.
Experience (Years)	0.0305	0.0416	0.73	0.472	Experience does not significantly affect required skills.
Streaming Impact	0.5279	0.3983	1.33	0.201	Workers affected by streaming perceive slightly higher skill requirements, but not significantly.

The results show that neither experience nor streaming impact significantly predicts perceived skill requirements among non-permanent workers. While streaming impact has a positive coefficient, implying higher skill demands for those affected by technological

transitions, this effect is not statistically meaningful. These findings suggest that skill requirements for non-permanent workers may be determined more by project-specific tasks and employer expectations than by their experience or exposure to streaming-related disruptions.

Interpretation of Findings

Table 16.

Hypothesis Testing Results

Hypothesis	Outcome / Group	p-value	Decision
H1a	Job Security – Permanent	0.451	Accept H0
H1b	Job Security – Non-Permanent	(Descriptive only)	Accept H0
H2a	Income Stability – Permanent	0.0037	Reject H0
H2b	Income Stability – Non-Permanent	0.267	Accept H0
H3a	Skill Requirement – Permanent	0.191	Accept H0
H3b	Skill Requirement – Non-Permanent	0.201	Accept H0

The hypothesis testing results show that most predictors did not have a statistically significant effect on the outcomes across both employment groups.

For **job security**, neither experience nor streaming impact significantly influenced permanent workers' perceptions, while the non-permanent group lacked sufficient variation to support regression analysis.

For **income stability**, the only significant finding was among permanent workers, where streaming impact had a measurable negative association; all other predictors across groups were not significant.

For **Skill requirement**, it similarly showed no significant predictors for either employment type, indicating consistent perceptions of skill demands regardless of experience or streaming-related disruption.

Overall, the results indicate that only one hypothesis was rejected, while the rest were accepted, reflecting that individual characteristics generally did not explain variations in job security, income stability, or skill requirements within the sample.

Chapter 6

Conclusions and Recommendations

Summary of Findings

This study examined the effects of the rise of streaming platforms on three labor outcomes among media workers: job security, income stability, and skill requirements. Results were analyzed separately for permanent and non-permanent workers to avoid estimation issues and better capture differences across employment types.

For **job security**, regression analysis was conducted only for permanent workers. Neither experience nor perceived streaming impact significantly predicted insecurity in this group. For non-permanent workers, job security responses were overwhelmingly positive, with most workers reporting that they felt secure. Because there was insufficient variation in their

responses, regression modeling was not feasible, and the results for this subgroup were interpreted descriptively.

For **income stability**, permanent workers showed a significant negative relationship between streaming impact and income stability, suggesting that technological shifts may be affecting financial consistency even among workers with regular employment. Experience did not show a significant effect. Among non-permanent workers, neither predictor was statistically significant, and income stability remained modest overall.

For **skill requirements**, no significant predictors emerged for either permanent or non-permanent workers. Experience and streaming impact did not meaningfully influence how workers perceived the skill demands of their roles, indicating broadly similar expectations across employment types.

Overall, the findings suggest that the rise of streaming platforms affects certain aspects of labor outcomes—particularly income stability among permanent workers—while other aspects, such as job security among non-permanent workers and skill requirements across groups, remain largely unaffected by experience or streaming-related disruptions.

Conclusions

Based on the findings, several conclusions can be drawn regarding the labor implications of the streaming shift in the Philippine media sector:

Job Security

Among permanent workers, job security does not appear to be significantly influenced by experience or streaming exposure. Meanwhile, non-permanent workers reported generally high job security, contradicting common assumptions about the inherent instability of contingent

labor. This pattern may reflect industry practices in the Philippine media sector, where many contractual workers participate in ongoing production cycles that provide a sense of continuity despite the absence of permanent contracts.

Income Stability

Permanent workers who reported being affected by streaming experienced significantly lower stability, suggesting that technological transitions may alter compensation structures or workload patterns even for regular employees. For non-permanent workers, income stability did not vary significantly with experience or streaming impact, indicating that income volatility may be a structural characteristic of contractual employment.

Skill Requirement

The absence of significant predictors across both groups suggests that emerging skill demands related to streaming and digital production may be broadly shared among workers regardless of employment type or tenure. This points toward an industry-wide adaptation rather than differentiated expectations among subgroups.

Recommendations

For the Media Industry

- Develop contract structures that would make non-regular workers more secured.
To mitigate income volatility, contract structures should have minimum contract lengths to make the non-regular workers' income be more predictable from month to month and standardizing talent fees for professionals to meet financial obligations consistently.
- Provide sustained training and upskilling programs focused on digital production

workflows, multi-platform content creation, and remote work protocols to help workers adapt to streaming-drive process.

- Encourage collaborative industry standards across networks, production houses, and streaming companies to prevent exploitation of workers and bad-faith labor practices in project-based arrangements.

For Policymakers

- Formalize guidelines for freelance and project-based media workers. Formalizing includes minimum compensation structures, contract clarity, and protection against sudden termination
- Strengthen monitoring and reporting mechanism for labor conditions. The Philippines never had the environment of good monitoring and a culture of reporting when it comes to exploitative local labor conditions. Moreso in the creative industries that's why for the growing streaming sector, it would be susceptible to have less than ideal working conditions and a robust monitoring and reporting system will serve as the protection of media workers.
- Support the development of national media workforce programs focusing on training, social protection coverage, and long-term career pathways for digital content production.
- Consider legislative frameworks that recognize digital-first production environments and the new forms of precarity associated with them.

For Future Researchers

- Instead of broad samples ranging from across the media industry, future research may focus on narrower groups (e.g., post-production professionals only, writers only, or management roles only) to isolate and determine labor effects of streaming within specific segments. The present study showed uneven impacts across roles, suggesting that job security and income stability vary sharply between sectors. A focused sample would clarify which groups are most affected.
- Use qualitative approaches (interviews, focus groups) to capture the lived experiences and nuanced narratives behind the statistical patterns observed in this study.
- Undertake longitudinal studies to track how streaming continues to reshape labor outcomes over time, especially as digital-first production becomes more entrenched in the Philippines.
- Investigate cross-country comparisons to contextualize Philippine media labor conditions within global streaming trends, revealing similarities, divergences, or unique national industry dynamics.

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