

The New Standard for Media: National Streaming Day at CReed Global Media

Every year on May 20, the world celebrates **National Streaming Day**. At [CReed Global Media \(CGM\)](#), this is more than a moment. It's a lifestyle.



Originally launched by [Roku](#) in 2014 to spotlight the shift from cable to connected content, this now-global industry holiday honors the power of digital media and the creators shaping its future. Streaming has redefined how we watch, create, and connect. It's how we're entertained and educated, how content and information are spread to the masses. It's how more and more creators are making a living.

Why Streaming Matters Now More Than Ever

- **Cable is out, control is in.** More than half of U.S. households have cut the cord on cable television, choosing flexible, on-demand platforms and smart streaming apps instead.
- **Creators are empowered.** Digital creators and brands are taking ownership of their content, and are no longer settling for restricted or delayed monetization on social media.
- **Audiences are more engaged.** From short-form podcasts to global live events, today's viewers expect personalized, immersive experiences on the screens they already use.
- **The industry is booming.** In 2025, the global streaming market surpassed \$100 billion—and it's still growing, meaning there's money to be made.

Streaming has officially become the standard for media distribution. There's never been a better time to possess your own platform. The world is tuned in.

How to Join the Streaming Movement

At CGM, we help creators, businesses, and organizations launch [custom streaming solutions](#) that rival major networks. From indie filmmakers and podcasters to nonprofits and government agencies, we empower you to:

- **Own your content** and your platform. Don't worry about algorithms or social media shutdowns.
- **Access over 1.1 billion households** across web, mobile, and smart TV devices (such as [Samsung](#), [LG](#), [Sony](#) & [Roku](#)).
- **Monetize your media immediately** with ad-based, subscription-based, and pay-per-view options—no restrictions or requirements.
- **Build with ease**, using our full-service setup, managed distribution, analytical data reporting, and integrated marketing support.

We even cover your live event streaming, media production, app development, ad sales, and sponsorship placement to help you scale from launch to legacy.

Celebrate with CReed

Are you a creator, brand or organization looking for an extra revenue stream, global reach, and the freedom to distribute *your* content on *your* terms?

In observance of National Streaming Day this year, we've built a 60-second quiz to help you find your ideal streaming solution. You've been putting it off long enough. This is your sign to start your show, build your channel, or launch your own app/network. [Click here to get started and find your streaming fit!](#)

For more information about how CReed Global Media empowers creators, brands and organizations through streaming TV distribution, contact us via [our website](#), email us at info@CReedGlobalMedia.com, or give us a call at (713) 892-5717.