

Global Streaming Could Become More Expensive Due to Trump's New Tariffs

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- *In this context, tools like Sharesub offer a legal solution to continue enjoying shared digital services, with savings of up to 75%*

April XX, 2025.- The recent imposition of tariffs by U.S. President Donald Trump, along with retaliatory measures from other countries, has created a wave of uncertainty in international markets. With a blanket 10% tariff on all imports and increases of up to 145% on products from China, the aim is to protect American industry—yet the consequences may include rising costs across various sectors, including digital entertainment.

While streaming services themselves are not directly taxed, their operation depends on tech infrastructure and devices that are. Rising production and distribution costs may lead to higher subscription fees for users around the globe—including, of course, in Spain.

Structural factors also play a role in this scenario. Many of the most popular streaming platforms are part of major tech conglomerates that not only provide digital content but also manufacture electronic devices. Apple is one example: much of its production depends on countries directly affected by the new tariffs. Following the trade announcement, Apple's stock dropped by 9%, wiping more than \$600 billion off its market capitalization in just a few days. While analysts expect a partial recovery, these tariffs are likely to have long-term consequences for pricing and strategy across the sector.

The market volatility sparked by these protectionist policies has also led to a sharp drop in global stock markets, with the Dow Jones losing 4,000 points in the first 48 hours. This reflects investors' concerns over potential trade retaliation and the threat of a global economic slowdown.

Shared Subscriptions

In light of this situation, consumers are increasingly looking for ways to optimize their expenses without giving up access to digital content. Tools like [Sharesub](#) allow users to securely and transparently share subscriptions to over 560 digital services. In Spain, these include music platforms like Spotify and Apple Music, streaming services such as Netflix, HBO, Disney+, and Amazon Prime Video, as well as apps like Strava and Duolingo.

Thanks to its shared subscription model, users can reduce costs by up to 75%, with average annual savings of €400—without resorting to modified or illegal versions of these apps. This approach not only offers an affordable alternative for consumers but also promotes the sustainability of digital platforms by encouraging legal access to their services.

As **Jean-Brice de Cazenove, founder and CEO of Sharesub**, explains: “In an increasingly uncertain global context—marked by rising prices and new trade barriers—consumers need real solutions to continue enjoying their favorite content without compromising legality or taking on excessive costs.”

Sobre Sharesub

[Sharesub](#) is a French platform pioneering the concept of shared subscriptions in Europe. Founded in 2020, it allows users to split the cost of subscriptions to more than 560 digital services, including streaming platforms, music services, educational apps, and office tools. Present in 33 countries, Sharesub offers an innovative solution to reduce costs by between 30% and 75%, with average annual savings of up to €400.

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