

TV advertising

Key insights at a glance

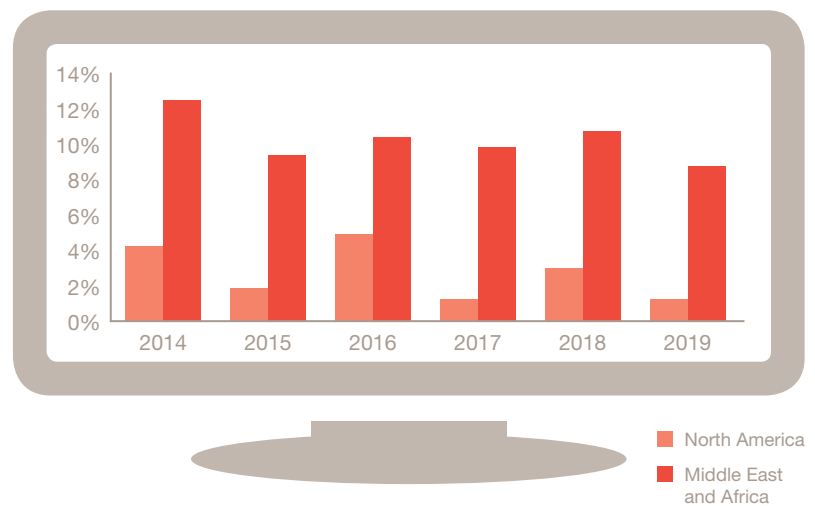


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OTT services are familiarising users in some markets with a video consumption experience free from advertising. Beyond the migration of advertising spend from traditional to digital platforms, there is also more of a shift from ad-supported to subscription-based consumption. Such trends contribute to North America's forecast CAGR of 2.4% for total broadcast TV advertising revenue, while in markets such as Egypt or Kenya, where OTT has gained less purchase, this phenomenon is not present, so the CAGR is much higher at 14.7% and 14.0% respectively.

Fig. 3: Broadcast TV growth rates stronger in markets where OTT is less developed

Broadcast TV advertising revenue, North America and Middle East and Africa, year-on-year growth (%), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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