



Global Entertainment & Media Outlook 2020-2024

How can Outlook help you navigate the ever-evolving media landscape?

Take a look around the Global Entertainment & Media Outlook 2020 –2024 at www.pwc.com/outlook

One comparable online source of consumer and advertising spending

Understanding where consumers and advertisers are spending their money in the entertainment and media industry can help inform many important business decisions.

PwC's Global Entertainment & Media Outlook provides a single comparable source of consumer and advertiser spending data and analysis. Regardless of how you influence business decisions, the Outlook can help you understand industry trends so you can capitalise on new opportunities.

Subscribe to the Global Entertainment & Media Outlook: www.pwc.com/outlook



Updated annually and now in its 21st year

The intuitive online functionality allows you to easily browse, compare and contrast spending; a powerful online tool to help answer important questions shaping the industry.



Compare digital and non-digital spend data for 14 entertainment and media segments across 53 countries



Download country and segment data and commentary to PDF



See year-on-year growth with five-year forecast and five-year historical spend data

2. Choose territory

Data consumption, E-sports and VR data are not available in every territory.

Global

All Global

North America

All North America
 US
 Canada

Asia Pa

All Asia
 Australia
 China
 Hong K

Western Europe

All Western Europe
 Austria
 Belgium
 Denmark



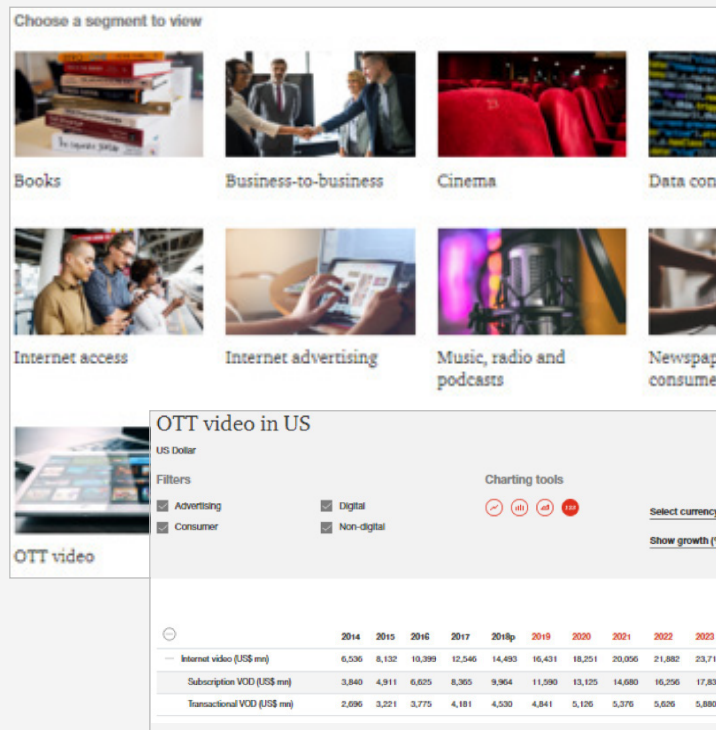
Country data and commentary

Want to understand how local markets and global forces are impacting your region?

Browse consumer and advertising spending by country.

Segment data and commentary

Browse consumer and advertising spending by segment, to get a deep dive on trends and insights within your industry.



1. Choose data

To select sub-segments, click the "+"

Please note, exporting to Excel has a limitation on the number of countries and data points. Segments can be expanded to show all sub-segment data within the data explorer. It is not necessary to select the sub-segments of any selected option.

Revenue segments

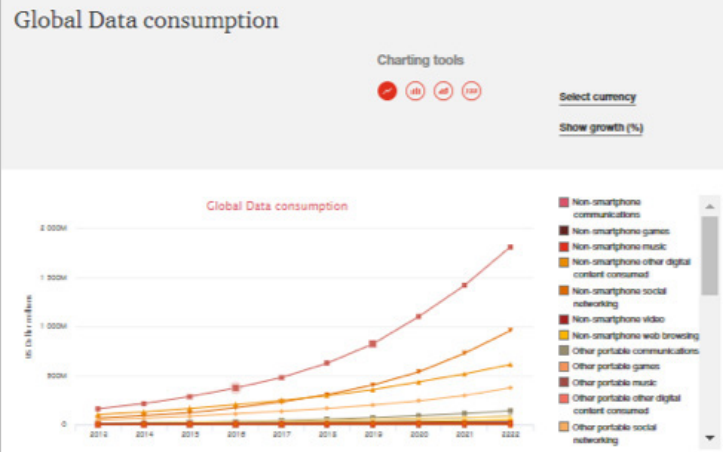
- All Entertainment and Media --
- Books +
- Business-to-business +
- Cinema +
- Internet access +
- Internet advertising +
- Music, radio and podcasts +
- Newspaper and consumer magazines +
- OTT video +
- Out-of-home

Non-revenue segments

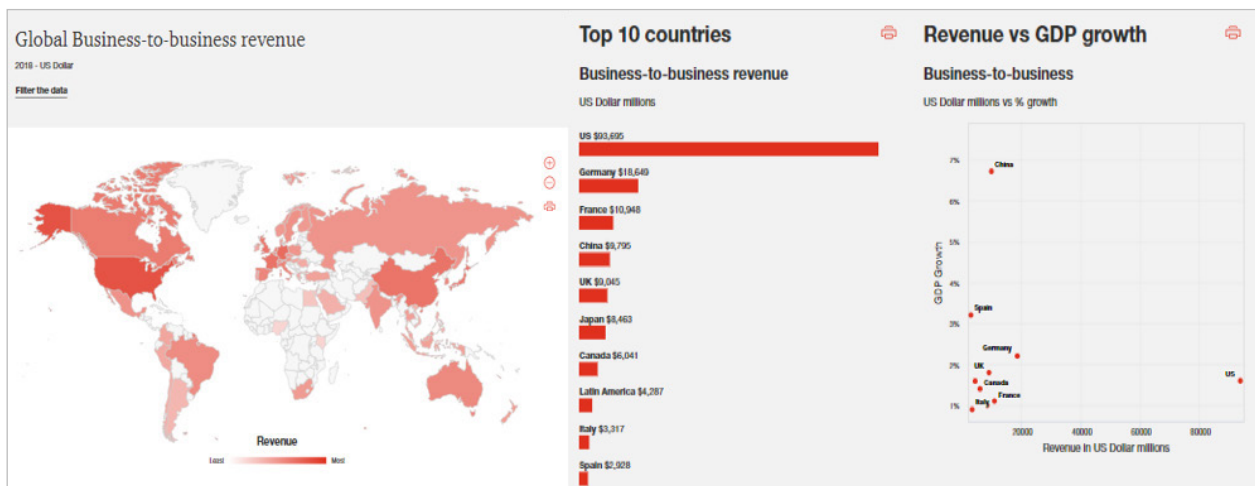
- Cinema**
- Average admission price
- Admissions
- Screens +
- Data consumption**
- Data consumed +
- Internet access**
- Apps (no. of downloads)

Create your own dataset

Build bespoke data selections, save for future use, and export to Excel and PDF.



The online tool offers dashboards at the segment and country level for faster analysis and visualization. Dashboards include GDP and E&M growth comparisons, heat maps, and top 10 country rankings.



Whether you are looking to access the full data and commentary for 14 industry segments, or prefer to subscribe to individual segments and need access either across your organisation or for a single-user only, there are tailored subscription options available.

Subscription options to suit all

Each license option provides access to data and commentary for 53 countries



**Individual user
license \$2,700**

Includes all
14 segments for
one user



**Individual user
license per
segment \$600**

Choose one or
multiple segments



**Corporate-wide
license \$13,000**

Includes all
14 segments for
all employees