



# Global Entertainment & Media Outlook 2021-2025

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

Take a look around the Global Entertainment & Media Outlook 2021–2025 at [www.pwc.com/outlook](http://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](http://www.pwc.com/outlook)



## Updated annually and now in its 22nd 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, esports, podcasts, connected TV advertising and VR data are not available in every territory

**Global**

All Global

**North America**

All North America

US

Canada

**Asia**

All Asia

Australia

Hong Kong

India

Indonesia

Japan

Malaysia

**Latin America**

All Latin America

Brazil

Mexico

**Western Europe**

All Western Europe

Austria

Belgium

Denmark

Finland

France

Germany

Italy

Netherlands

Norway

Portugal

Spain

Sweden

Switzerland

### Video games and esports

Dashboard Global Territory Segment definition

#### Video games and esports in US

US Dollar

Filters: Advertising, Consumer, Digital, Non-digital

Charting tools: Select currency, Show growth (%)

	2016	2017	2018	2019	2020e	2021	2022	2023	2024	2025
Video games and esports in US (\$B m)	20,086	22,742	25,048	27,891	30,313	33,789	37,087	40,232	42,313	44,390
Esports (\$B m)	120	173	217	269	314	365	430	480	522	564
Esports consumer contribution (\$B m)	16	27	39	53	65	77	91	103	115	127
Esports consumer ticket sales (\$B m)	11	12	13	14	15	16	17	18	19	20
Esports media rights (\$B m)	17	31	47	65	85	102	120	138	151	164

# 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.


Choose a segment to view




Business-to-business




Cinema



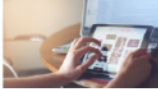
Consumer books




Data consumption




Internet access




Internet advertising



Music, radio and podcasts



Newspaper and consumer magazines



OTT video

### OTT video

Dashboard Global Territory Segment definition

#### OTT video in UK

US Dollar

Filters: Advertising, Consumer, Digital, Non-digital

Charting tools: Select currency, Show growth (%)

Add custom CAGR date range

	2016	2017	2018	2019	2020e	2021	2022	2023	2024	2025
OTT video in UK (\$B m)										

## 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

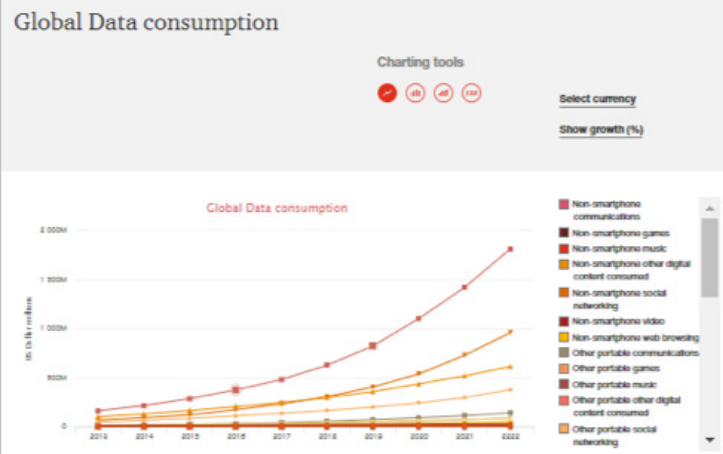
- All Entertainment and Media -
- Business-to-business +
- Cinema +
- Consumer books +
- Internet access +
- Internet advertising +
- Music, radio and podcasts +
- Newspaper and consumer magazines +
- OTT video +
- Out-of-home +
- Traditional TV and home video +
- TV advertising +
- Video +

### Non-revenue segments

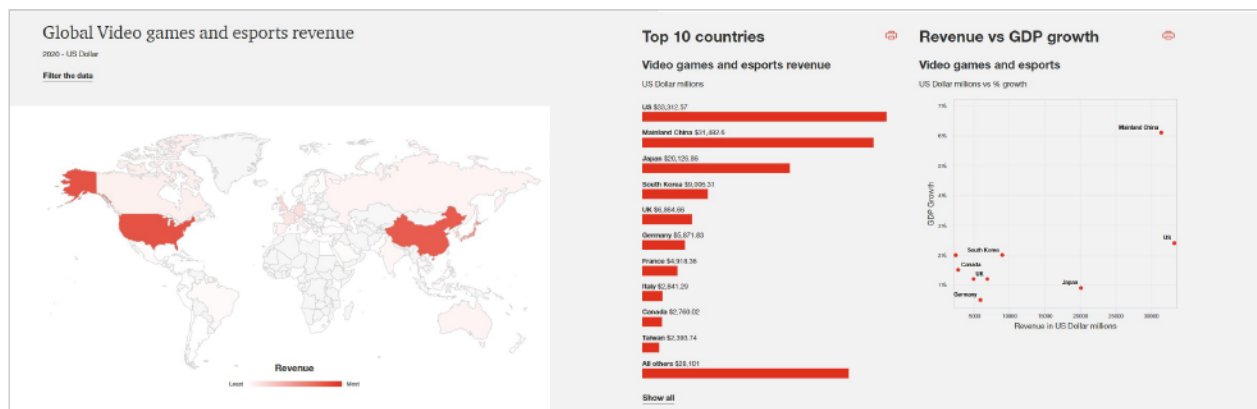
- Cinema**
- Average admission price
- Admissions
- Screens +
- Data consumption**
- Data consumed +
- Internet access**
- Fixed broadband households +
- Fixed broadband penetration +
- Mobile internet subscribers
- Mobile phone ownership +

# 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 \$3,300**

Includes all  
14 segments for  
one user



**Individual user  
license per  
segment \$750**

Choose one or  
multiple segments



**Corporate-wide  
license – On request**

Includes all  
14 segments for  
all employees