



Global Entertainment & Media Outlook 2022 – 2026

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

Take a look around the Global Entertainment & Media Outlook 2022–2026 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 23rd year

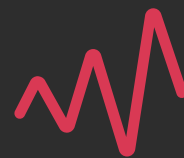
The intuitive online functionality allows you to easily browse, compare and contrast spending; a powerful online tool to help answer important questions shaping the industry.



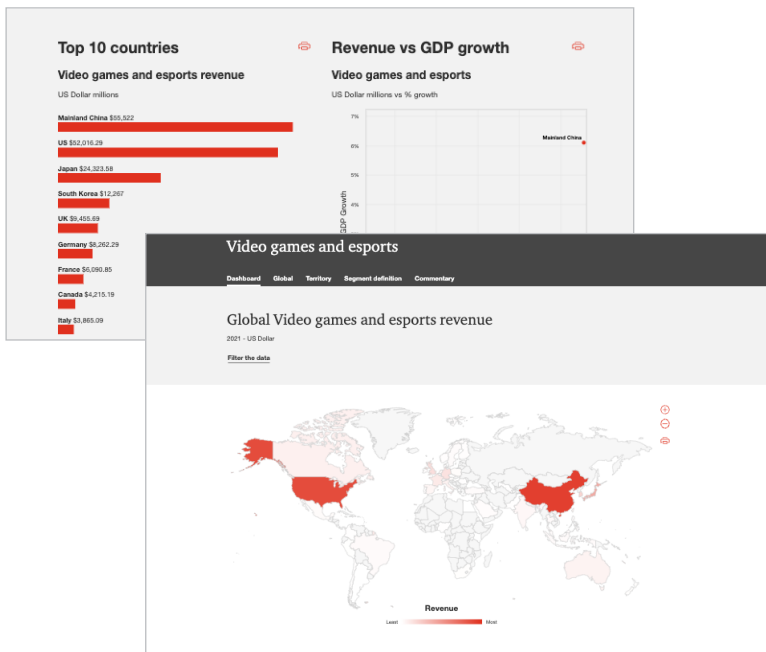
Compare digital and non-digital spend data for 14 entertainment and media segments across 52 countries and territories



Download country and territory segment data and commentary to PDF



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



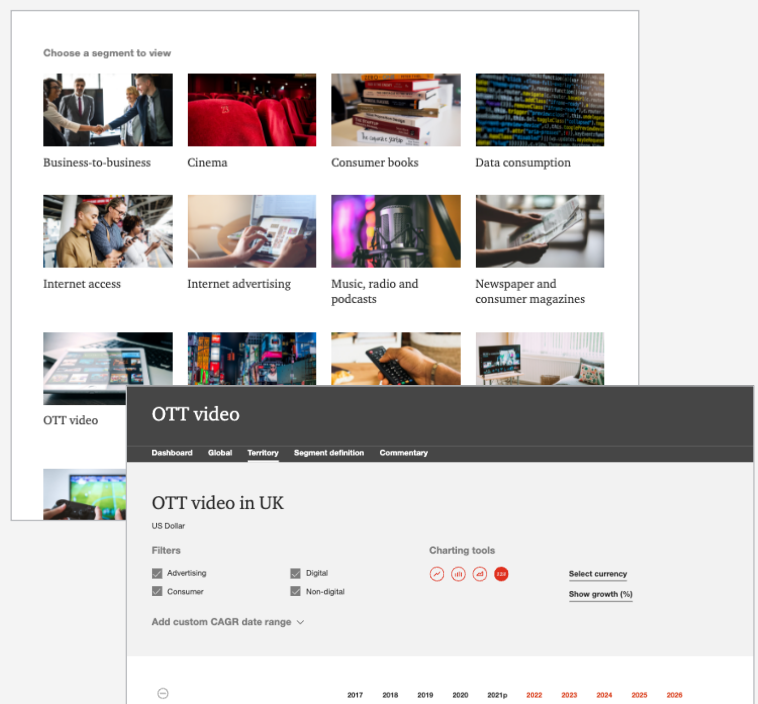
Country and territory data and commentary

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

Browse consumer and advertising spending by country and territory.

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

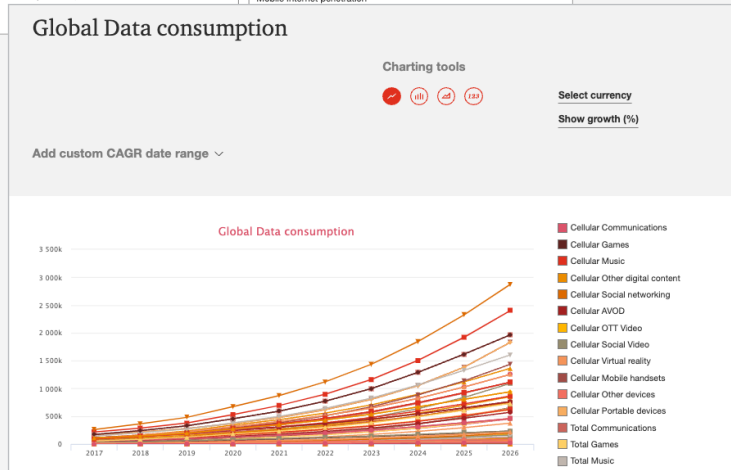
- All Entertainment and Media -
- Business-to-business +
- Cinema +
- Consumer books +
- Internet access +
- Internet advertising +
- Music, radio and podcasts +
- Newspaper and consumer magazines +
- OTT video +
- Out-of-home +
- Traditional TV and home video +
- TV advertising +
- Video games and esports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

Non-revenue segments

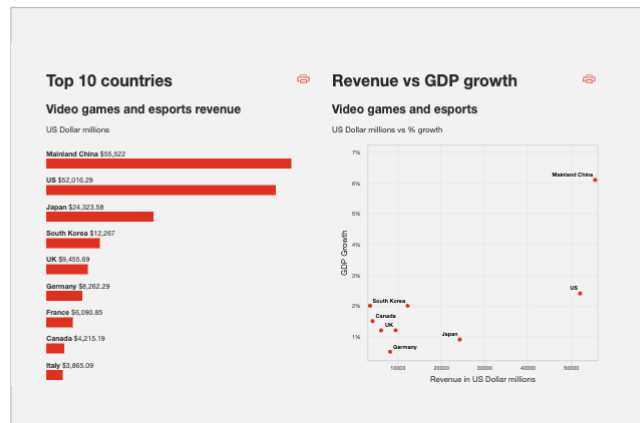
- Cinema**
- Average admission price
- Admissions
- Screens +
- Data consumption**
- Data consumed +
- Internet access**
- Fixed broadband households +
- Fixed broadband penetration +
- Mobile Internet subscribers
- Mobile phone ownership +
- Mobile Internet penetration

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 and territory level for faster analysis and visualization. Dashboards include GDP and E&M growth comparisons, heat maps, and top 10 country and territory rankings.



If you are looking to access the full data and commentary for 14 industry segments, and need access either across your organisation or for a single-user only, there are tailored Subscription options to suit all.

Subscription options to suit all

Each license option provides access to data and commentary for 14 segments and 52 countries and territories



Individual - Single user license (SUL) \$3,900

Includes all
14 segments for
one user



Corporate-wide license Price on request

Includes all
14 segments for
all employees