Filmed entertainment

Key insights at a glance

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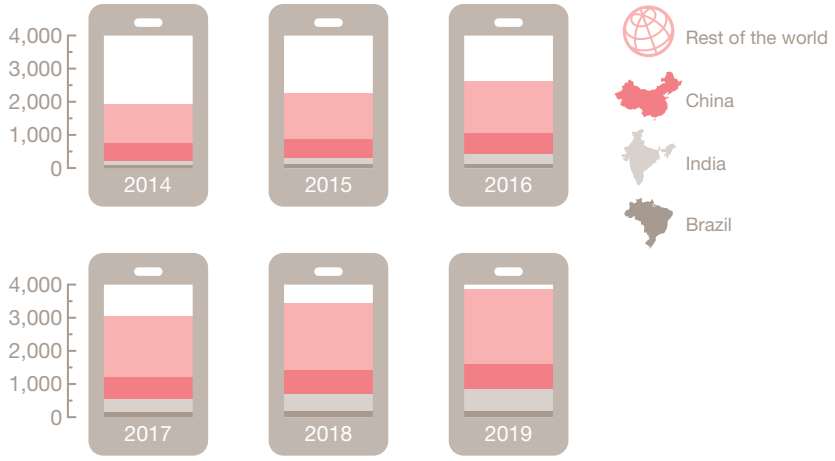
Connected devices open up new video opportunities—and challenges. Smartphone connections are forecast to rise from 1.92bn in 2014 to 3.85bn in 2019. The proliferation of such connected devices among consumers will create both significant new opportunities and considerable challenges for companies creating and distributing filmed entertainment content.

Fig. 6: Smartphone proliferation will alter the perception of "premium video"

Smartphone connections, Brazil, India, China and rest of the world (mn), 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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