



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

Take a look around the *Global Entertainment & Media Outlook 2018 –2022* 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.

Compare digital and non-digital spend data for **15 entertainment and media segments across 53 countries**



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



**Download** country and segment data and commentary to PDF



**Updated annually and now in its 19th 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**

### Music, radio and podcasts

Dashboard Global Regional Country Segment definition

Global music, radio and podcasts market\*

US dollar millions

Filter

- Advertising
- Consumer
- Digital
- Non-digital

Charting tools



Select currency  
Show growth (%)

	2013	2014	2015	2016	2017p	2018	2019	2020	2021	2022	2017-22 CAGR
— Global music, radio and podcasts*											
+ Podcasts advertising	45	87	158	272	442	650	885	1,123	1,367	1,621	29.660
+ Radio	40,249	42,000	42,724	43,431	44,265	45,151	46,021	46,836	47,787	48,592	1.803

### What is the Outlook?

The Global Entertainment & Media Outlook is a comprehensive source of global analyses and 5-year forecasts of consumer and advertising spending across 53 countries for 15 segments



## Choose a territory to view

### North America

Canada  
United States

### Asia Pacific

Australia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Malaysia  
Pakistan  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand  
Vietnam

### EMEA

#### Western Europe

Austria  
Belgium  
Denmark  
Finland  
France  
Germany  
Greece  
Ireland  
Italy  
Netherlands  
Norway  
Portugal  
Spain  
Sweden  
Switzerland  
United Kingdom

#### Central and Eastern Europe

## Country data and commentary

Want to understand how local markets and global forces are impacting your region? Browse consumer and advertising spending by country

## Entertainment and Media market in Germany<sup>†</sup>

US dollar millions

### Filter

- Advertising  
 Consumer  
 Digital  
 Non-digital

### Charting tools



Select currency  
Show growth (%)



	2013	2014	2015	2016	2017p	2018	2019	2020	2021	2022	2017-22 CAGR
— Entertainment and Media in Germany <sup>†</sup>											
+ Business-to-business	15,673	16,164	16,324	17,089	17,451	17,862	18,349	18,683	19,057	19,374	2.113
+ Books	10,624	10,381	10,231	10,333	10,324	10,327	10,324	10,326	10,337	10,374	0.097
+ Magazines	6,278	6,185	6,053	5,986	5,903	5,820	5,729	5,632	5,531	5,431	-1.653
+ Cinema	1,229	1,181	1,406	1,237	1,276	1,318	1,325	1,327	1,338	1,351	1.153
+ Internet video	387	446	693	850	958	1,063	1,129	1,218	1,368	1,495	9.314

## Segment data and commentary

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

## Entertainment and Media market in China<sup>†</sup>

US dollar millions

### Filter

- Advertising  
 Consumer  
 Digital  
 Non-digital

## Choose a segment to view



	2013	2014	2015	2016	2017p	2018	2019	2020	2021	2022	2017-22 CAGR
— Entertainment and Media in China <sup>†</sup>											
+ Business-to-business	7,320	7,863	8,365	8,870	9,346	9,792	10,218	10,625	11,012	11,382	4.021
+ Books	10,979	11,503	12,852	13,960	14,917	15,719	16,330	16,852	17,291	17,674	3.450
+ Magazines	17,035	17,443	16,910	17,293	17,511	17,637	17,713	17,715	17,661	17,578	0.076
+ Cinema	3,457	4,726	6,964	7,369	8,945	10,121	11,342	12,457	13,347	14,183	9.657
+ Internet video	328	622	1,093	1,918	2,443	3,064	3,704	4,217	4,732	5,191	16.269

## Create your own dataset

1. Choose data 2. Choose geography 3. View data

To select sub-segments, click the "+"  
Please note, exporting to Excel has a limitation on the number of countries and data points.

### Revenue segments

- All Entertainment & Media -
- Books +
- Business-to-business +
- Cinema +
- Internet access +
- Internet advertising +
- Internet video +
- Magazines +
- Music, radio and podcasts +
- Newspaper +
- Out-of-home advertising +
- Traditional TV and home video +
- TV advertising +
- Video Games and e-sports +

### Non-revenue segments

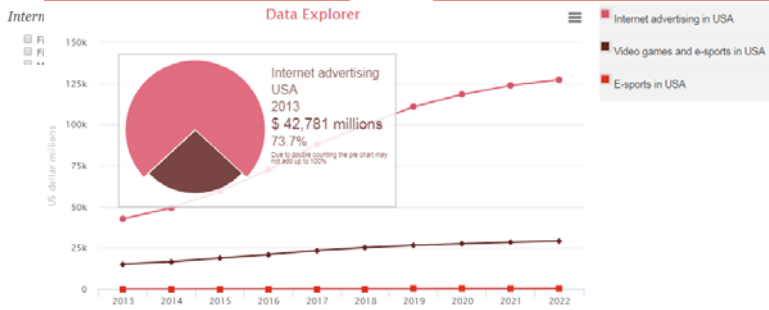
- Cinema
- Data
- Internet

## Create your own dataset

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

## Create your own dataset

1. Choose data 2. Choose geography 3. View data



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.

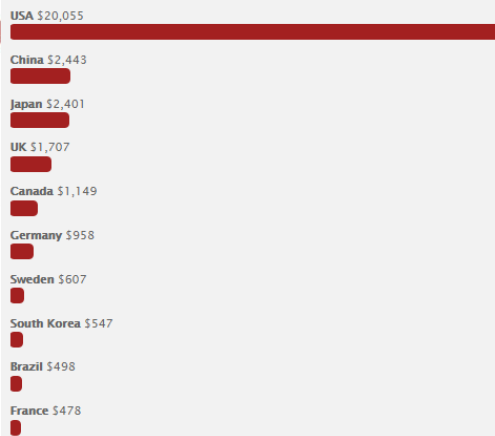
### Global Internet video revenue

2017 + US dollar



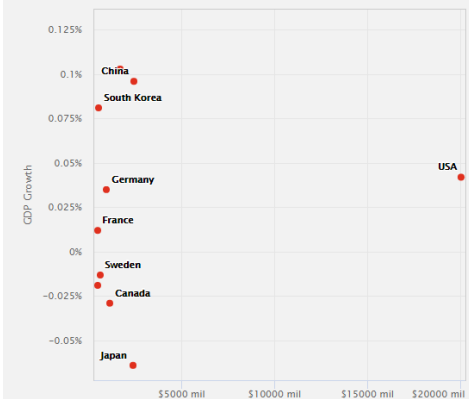
### Top 10 countries

Internet video revenue  
US dollar millions



### Revenue vs GDP growth

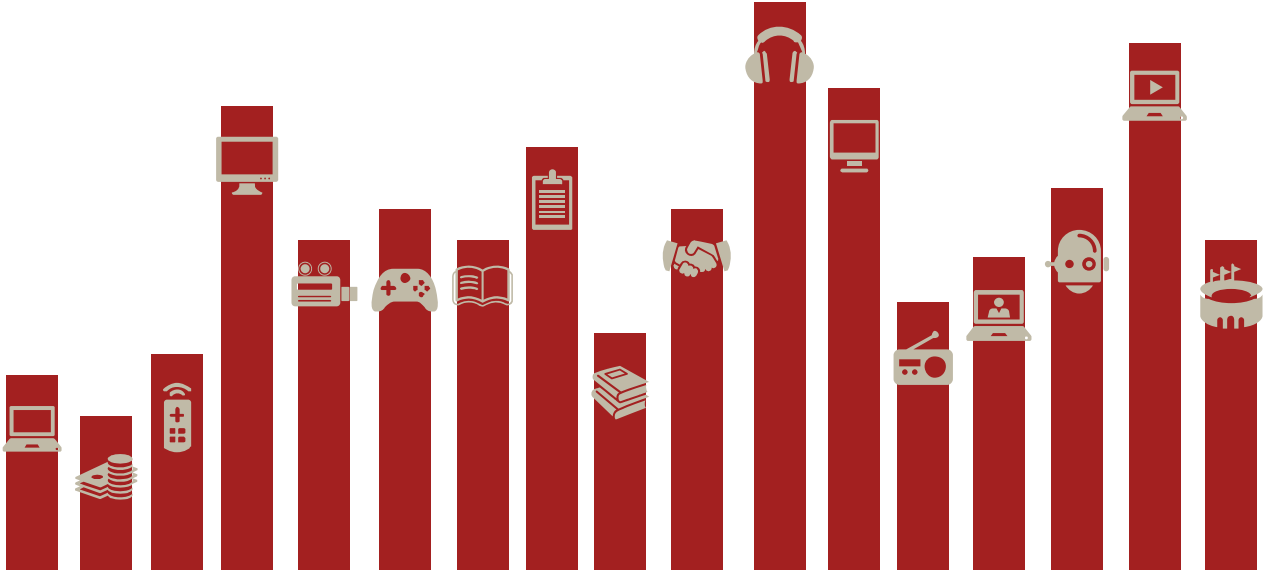
Global Internet video  
US dollar millions vs % growth



Whether you are looking to access the full data and commentary for 15 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***  
Includes 15 segments
- ***Corporate-wide license***  
Includes 15 segments for all employees
- ***Individual user license per segment***  
Choose one or multiple segments



Subscribe to the *Global Entertainment & Media Outlook*  
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