

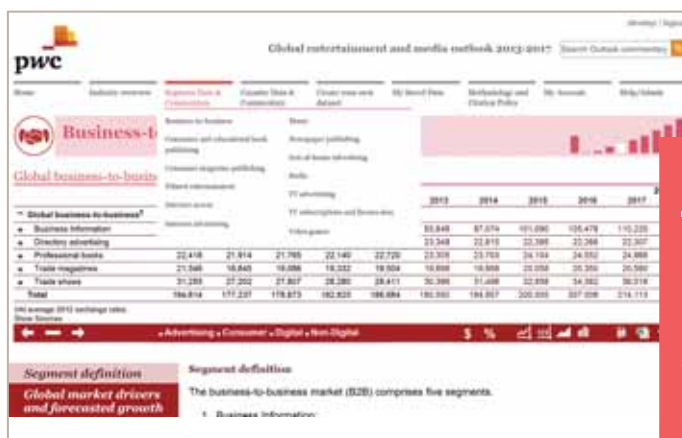
Online Global entertainment and media outlook 2013–2017: A guided tour

The online *Outlook* provides 5 year historic and 5 year forecast consumer and advertising spend data for 13 industry segments across 50 countries. It combines comprehensive spending data with intuitive online functionality, allowing data to be easily manipulated and presented to support business decisions. And the enhanced search and charting functionality makes it easy to compare and contrast spend data and growth rates across all countries and segments.

For a snapshot of the data and commentary available online and how they can be searched, manipulated and presented, take the tour!

www.pwc.com/outlook

Explore and compare industry data



Browse consumer and advertising spend data for 13 segments...

Online *Outlook* allows subscribers to access comprehensive advertising and consumer data for 13 industry segments: TV subscriptions and licence fees, TV advertising, Internet access, Radio, Out-of-home advertising, Video games, Filmed entertainment, Newspaper publishing, Consumer magazine publishing, Business-to-business, Internet advertising, Consumer and educational book publishing and Music.



...and filter data by individual subcomponents for each segment

For each of the 13 segments it is also possible to break down the spend data into revenue and nonrevenue subcomponents. Consumer magazine publishing, for example, can be broken down by print advertising spend, digital advertising spend, print circulation and digital circulation.



	2013	2014	2015	2016	2017
Out of home advertising	264	266	284	314	319
Radio	487	487	512	587	557
Music	915	988	985	939	843
Television advertising	949	982	1,113	1,148	1,170
TV subscriptions and internet fees	6,436	7,042	7,873	7,790	7,870
Video games	173	212	283	409	427
Total	8,224	8,987	10,060	10,276	10,196

123 | Browse consumer and advertising spend data for 50 countries

Advertising and consumer spend data is available for every segment at an individual country level. There is data for 50 countries including many emerging and developed markets in the entertainment and media industry.

Filter spend data by digital and nondigital

Consumer and advertising data can be broken down by digital and nondigital spend for all 13 segments (where applicable) in order to understand to what extent spend is shifting from one to the other.

	2008	2009	2010	2011	2012p	2013	2014	2015
Music in USA								
Concerts	-	-	-	-	-	-	-	-
Recorded music								
Digital	2,910	2,873	2,893	3,264	3,591	3,646	4,000	4,256
Physical	-	-	-	-	-	-	-	-
Total	2,910	2,873	2,893	3,264	3,591	3,646	4,000	4,256
Music in Sweden								
Concerts	-	-	-	-	-	-	-	-
Recorded music								
Digital	20	32	57	102	149	173	183	210
Physical	-	-	-	-	-	-	-	-
Total	20	32	57	102	149	173	183	210

	2008	2009	2010	2011	2012p	2013	2014	2015	2016	2017
Music in USA										
% Change	-	-4.3	-6.4	3.2	-0.6	2.7	1.4	1	3.4	5.7
Music in Sweden										
% Change	-	4.7	-4.3	3.8	4.2	3	2.7	3	3.8	1.8

Calculate year-on-year growth for all 13 segments across 50 countries...

Alongside the consumer and advertising spend data, annual year-on-year growth rates and compound annual growth rates (CAGR) are also calculated for all segments across all countries.

	2008	2009	2010	2011	2012p	2013	2014	2015	2016	2017
• Mass in USA? \$	16,827	18,125	18,287	18,288	18,228	18,228	18,242	18,482	18,712	18,984
% Change	-	-4.3	-6.4	3.3	-0.4	0.7	1.4	1	1.4	1.7
• Mass in Business? \$	737	772	779	760	762	818	827	854	876	893
% Change	-	4.7	-0.9	2.8	0.2	7.2	1.2	3.2	2.6	1.9

...with 5 year historic and 5 year forecast spend data

All historic and forecast data is presented covering a 10 year period from 2008 to 2017; 5 year historic and 5 year forecast.

Customise data by using the enhanced functionality

Create bespoke searches comparing spending data by segment...

The intuitive search functionality means it is easy to compare and contrast consumer and advertising spending across countries and segments and drill down into the detail, searching by individual revenue and nonrevenue .

Step 1: Choose data

Revenue segments

- All entertainment and media
 - Business to business
 - Business information
 - Directory advertising
 - Professional trade
 - Trade magazines
 - Trade shows
 - Consumer and educational books
 - Consumer magazine publishing
 - Filmed entertainment
 - Internet access
 - Internet advertising
 - Newspaper publishing
 - Out-of-home advertising

Non-Rvenue segments

- Average admission price
- Advertisements
- Broadband households
- Broadband household penetration
- Mobile internet subscribers
- Mobile internet penetration
- Daily newspaper unit circulation
- Recorded music unit sales
- Pay DTT households
- Pay DTT household penetration
- Cable TV households
- Cable TV household penetration
- Subscription satellite TV households
- Satellite TV household penetration
- Subscription TV households

Step 2: Choose geography

- Global
- North America
 - Canada
 - United States
- EMEA
 - Western Europe
 - Austria
 - Belgium
 - Denmark
 - Finland
 - France
 - Germany
 - Greece
 - Ireland
 - Italy
 - Netherlands
 - Norway
 - Portugal
 - Spain
 - Sweden
 - Central and Eastern Europe
 - Czech Republic
 - Hungary
 - Poland
 - Romania
 - Russia
 - Turkey
 - Middle East
 - Israel
 - North Africa
 - MENA
 - South Africa
- Asia Pacific
 - Australia
 - China
 - Hong Kong
 - India
 - Indonesia
 - Japan
 - Malaysia
 - New Zealand
 - Pakistan
 - Philippines
 - Singapore
 - South Korea
 - Taiwan
 - Thailand
 - Vietnam
- Latin America
 - Argentina
 - Brazil
 - Chile
 - Colombia
 - Mexico
 - Venezuela

...and by region or country

Compare spend by geography—at a regional and country level—for each of the segments and individual-segment subcomponents, thereby creating simple or complex searches and data sets by using the create-your-own-data-set tool.



Create bespoke bar charts, line graphs and pie charts instantly...

As well as creating bespoke data sets, subscribers can create professional-looking charts and graphs on-screen at the click of a button.



...and export to include in presentations and reports

All data tables, bar graphs, line graphs and pie charts can be exported to PDF or Excel, making it simple to create tailored charts and graphs to drop into presentations.

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Convert spending data into local currency

To ensure relevance at the local level, data can be viewed in 37 different local currencies.

Global market drivers and forecast insights

Currency rates

Exchange rates per US\$ (2015 average)		Exchange rates per US\$ (2015 average)	
Region/Currency	Exchange rate	Rate Pacific	Rate Pacific
North America	1.0000	Australian Dollar	0.96
US Dollar	1.0000	Chinese Renminbi Yuan	6.45
Canada Dollar	0.9888	Hong Kong Dollar	7.78
EMEA		Indian Rupee	48.64
Western Europe		Indonesian Rupiah	8,779.00
Euro	0.7185	Japanese Yen	79.25
Denmark Krone	6.5562	Malaysian Ringgit	3.00
Norwegian Krone	6.8008	New Zealand Dollar	1.26
Swedish Krona	6.4873	Philippine Peso	43.18
Swiss Franc	0.8688	Singapore Dollar	1.20
British Pound Sterling	0.6731	South Korean Won	1,105.73
Central and Eastern Europe		Taiwan Dollar	38.26
Czech Koruna	17.8870	Thai Baht	30.49
Hungarian Forint	300.6790	Vietnamese Dong	20,423.80
Polish Zloty	2.3580	Latin America	
Romanian New Lei	3.5448	Argentina Peso	4.12
Russian Ruble	29.5303	Brazilian Real	1.86
Turkish Lira	1.8774	Chilean Peso	481.88
White Eurozone	3.3603	Colombian Peso	1,827.48
Iran New Sheqel	7.2113	Mexican Peso	12.41
South African Rand		Venezuelan Bolivar Fuerte	4.28

	2008	2009	2010	2011	2012p	2013	2014	2015	2016	2017
• Internal access: wired and mobile in Canada (1 \$)	4,838	5,313	6,419	7,427	8,267	9,994	11,008	12,443	14,031	15,757
• Recorded music and sales in Canada	62	86	103	128	148	159	164	172	185	198
• Internal access: wired and mobile in USA (1 \$)	51,318	57,689	65,812	74,888	80,882	103,098	118,807	128,459	140,801	153,319
• Recorded music and sales in USA	1,213	1,352	1,549	1,706	1,749	1,779	1,805	1,821	1,838	1,849
• Internal access: wired and mobile in Russia (1 \$)	3,062	3,413	4,076	4,807	6,427	7,008	8,874	10,267	11,493	12,885
• Recorded music and sales in Russia	73	81	39	23	18	17	18	19	14	13



Save bespoke searches and data sets for future reference

The my-saved-data tool saves all bespoke data sets for future use so the data is not lost.

Read and download more industry, segment and country commentary that ever before



Read commentary for every segment at global, regional and country levels

As well as spend data for every segment there is also commentary, which talks to the numbers. For every segment there is commentary on global and regional drivers of growth and forecast growth and individual-country commentary for 50 countries.

Trade magazines 21,548 18,345 18,288 18,222 18,204 18,888 18,888 20,056 20,502 22,548

Trade shows 31,259 27,202 27,807 28,280 28,471 30,306 31,489 32,899 34,362 36,071

Total 194,814 177,237 176,873 182,826 186,884 199,392 194,957 206,955 207,008 214,111

100 average 2013 exchange rates
219 Dollar values
Base Scenario

Advertising > Consumer > Digital > Non-Digital

Segment definition
Global market drivers and forecasted growth

Regional market drivers and forecasted growth

Country commentary
Print this segment

Global market drivers and forecasted growth
Market drivers
It's all about the economy
A buoyant economic outlook will encourage large firms to make investments. They will look to fund them by obtaining credit which will spur spend on financial data as the financial services sector decides on whether and how to fund it.
Before engaging with the financial markets, a business will evaluate whether to invest. Its decision is likely to have been based on how it thinks its products and services will benefit from a blossoming economy, with contributions from surveys or an in-depth study of the evolution of the market in question.
The business information segment is dependent on how the economy will evolve and on growth in corporate earnings. It is the same in the trade show segment, which relies on firms investing in stands at exhibitions. It also depends on business sentiment and consumer confidence to generate attendance.
Employment levels and recruitment have an effect on spend in the market. Recruitment advertising in trade magazines is a key source of revenue, while a drop in the number of employees will lead to a reduction in sales of professional books. In the finance sector, lower employment reduces the

but only once in the overall total. Similarly, even the top subscription spending is included in TV subscriptions and filmed entertainment but only once in the overall total.
Base Scenario

Advertising > Consumer > Digital > Non-Digital

Business-to-business

Belgium is the eighth-largest B2B market in Western Europe. Revenue totalled US\$1.27bn in 2012, representing a decrease in total revenue of US\$104m between 2008 and 2012. The Belgian B2B market is forecast to remain flat, with a CAGR of 0.2% predicted over the forecast period. Total revenue is set to reach US\$1.29bn in 2017.

GDP in Belgium is forecast to grow an average of 2.6% between 2012 and 2017, contributing growth of US\$26m in the business information and US\$24m in the trade show segments. B segments are forecast to expand their share of the B2B market, with business information now to account for 34% of spend and trade shows 13% in 2017.

Bucking the trend of many other Western European markets, advertising in trade magazines is forecast to decline at a CAGR of 1% but will remain the second-largest segment, with 27% of B2B revenue in 2017. Double-digit growth in digital formats will not offset the revenue lost in print formats.

The professional books market is forecast to remain flat with revenue of US\$115m in 2017, it will be boosted by a rise in the number of scientific articles being published in the country.

Business-to-business

- Consumer and educational books
- Consumer magazine publishing
- Filmed entertainment
- Internet access
- Internet advertising
- Music
- Newspaper publishing
- Out-of-home advertising
- Radio
- Television advertising
- TV Subscriptions and license fees
- Video games



Read segment commentary for 50 countries, not available in Outlook insights

For 50 countries there is individual commentary on each of the 13 segments. For the US, for example, there are 2,000 words of commentary for every segment. The only place to find country commentary for every segment across 50 countries is the online **Outlook**.



Download to PDF all global, regional and country commentary and data for every segment

When browsing by segment, the 'Print this segment' function, found on the left hand navigation, will collate all global, regional and individual country data tables and commentary (for 50 countries) into one PDF for the selected segment. The inclusion of commentary for every country is new this year.



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Download to PDF all data and commentary for an individual country

When browsing by country, the 'Print country data and commentary' function, found on the left hand navigation, will collate all segment data tables and commentary (for all 13 segments) into one PDF for the selected country. Country PDFs are new this year.

Understand how shifts in consumer and advertising spend are shaping the industry



This year read more industry commentary than ever before in Outlook insights

This year the '*Outlook insights*' section replaces the old '*Industry overview*', providing more industry commentary than ever before. It includes analysis of how shifts in consumer and advertising spending are shaping industry trends, how key stakeholders are responding to these trends and key macro and segment data insights.



Outlook insights

Outlook insights
This year's theme
View from the consumer
View from the advertiser
View from the content creator
View from the digital distributor
Theme data insights
Support data insights

Entertainment and media businesses raise their game in agility and customer insight - as constant digital innovation becomes the new licence to operate

Entertainment and media (EM) businesses are continuing to raise their game in operational agility and customer insight, as constant digital innovation becomes the industry's new licence to operate. Across the world, consumers' access to EM content and experiences is being revolutionised globally by expanding access to the internet and exposure to growth in smart devices. And while traditional, non-digital media will continue to contribute overall EM spending globally throughout the coming few years, the growth will be in digital.

To harness the growth and fast it is bringing, EM companies of all sizes are evaluating their competitive advantages and seeing their products in the existing ecosystem with the connected consumer at its core. To achieve this successfully, every industry participant will need to invest in constant innovation that encompasses its products and services, its operating and business models and our ultimately its customer experience, understanding and engagement.

See how **consumers**, **advertisers**, **content creators** and **digital distributors** are responding.

View from the consumer
View from the advertiser
View from the content creator
View from the digital distributor

Purchase Outlook insights



Understand the key themes drawn from this year's Outlook data

Understand how entertainment and media businesses are raising their game in agility and customer insight. Read PwC's interpretation of the key industry themes arising from the analysis of the **Outlook** data in 'This year's themes'.



Gain insight into the consumer

Understand how connected consumers are driving companies to apply innovation and agility to understand their needs. Insight into the consumer can be found in 'View from the consumer', which is new this year.

Outlook insights

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Connected consumers are driving companies to apply innovation and agility in order to understand and meet their needs

Consumers are increasingly connected and using the tools to increasingly confused by the flood of content offerings and means available to them. But, agile and customer-centric, are seeing companies to apply operational innovation and agility to understand and meet their needs, led by the burgeoning mobile ecosystem in emerging markets, consumers worldwide will continue to increase their spending on EM as they migrate towards digital and, increasingly, using consumer devices in expanding areas of devices. The changing journey, a few years ago to 'big media', and the EM companies that successfully accompany consumers along the way will be those that have the speed, flexibility and insight to engage and monetise an ever-more diverse consumer base by delivering personalised, relevant and, ultimately, indispensable content experiences.

Consumers are increasingly in control...

In the past few years, consumers have seen an explosion in their media choices, propelled by the rise of the internet and growing take-up of smartphones and increasingly mobile devices. Indeed, in many sectors and markets it is the connected consumer who is now really in control. In response, companies across the EM industry are having to fund their business and operating models to establish systems to the emerging digital media ecosystem around the connected consumer. By investing in agile sales and marketing techniques to gain insight into consumer habits and behaviours, EM companies are striving to define a profitable, consumer-centric, multipoint focus.

...but also increasingly confused

More consumers are increasingly using the tools, they're also increasingly



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Outlook insights

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This year's theme
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View from the content creator
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Support data insights

Advertisers need analytics-driven insights into connected consumers' behaviour, expectations and buying intentions

Advertisers, who previously must keep pace with the creative consumer shift towards big media and digital consumption behaviours, will increasingly harness big data to understand, target and engage consumers at an ever more personal level. This will require that they generate and apply analytics-driven insights into connected consumers' behaviour, expectations and buying intentions when they use this measurement techniques to ensure relevance and demonstrate return on investment. Digital first, though not digital only, the biggest challenge will be in collecting and analysing the smart data sets that leads to a understanding of consumer future behaviour and making the right business decision between consumer choice for relevance and their emotional and regulatory right to personal data privacy.

Advertisers will increasingly harness data to target individuals...

To keep pace with consumer ongoing migration to digital networks, the advertising industry must have innovatively about how it uses media. Advertising spend is increasingly migrating to new digital platforms that are increasingly becoming the primary digital for other forms of advertising is regularly part of the problem. The solutions necessary to ensure media across multiple screens, devices and platforms, advertising must also become performance-focused.

...while using new measurements focused on engagement to show relevance

The change also affects the way the outcomes of advertising spend are measured. Publishers and practitioners are working hard to establish new norms and tools that will both create and demonstrate value for advertisers. But advertisers that need



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Understand how advertisers are responding to industry trends

Understand how advertisers need data driven insights into connected consumers' behaviour, expectations and buying behaviour. Insight into how advertisers are responding to industry trends can be found in 'View from the advertiser', which is new this year.



Understand how content creators are responding to industry trends

Understand how content creator, to stay relevant, will have to innovate both in their products and the way they deliver them. Insight into how content creators are responding to industry trends can be found in 'View from the content creator', which is new this year.

Outlook insights

Outlook insights
This year's theme
View from the consumer
View from the advertiser
View from the content creator
View from the digital distributor
Macro data insights
Segment data insights

Purchase Outlook insights

To stay relevant, content creators will have to innovate both in their products and the ways they deliver them

Content creators, which are facing the same competitive as advertisers by having to engage and stay relevant to connected consumers will need to consume changing needs to experimenting and then applying ongoing innovation to content itself and the ways it's consumed. To understand what content people will pay for and how they want to consume it, content creators will get closer to consumers than ever before, including addressing social media via the second screen and embracing new business models, addressing bundling opportunities and consolidating partnerships (OTT competing content together with the past experience led to ensure the best offer/affinity with consumers and will over-the-top (OTT) technology and network partners along to acquire the content they need to drive revenue, content companies that combine the right consumer insights, business models and partnerships will be successful in the new ecosystem.

Engaging customers demands better insight into what content they'll pay for

Like other industry participants, content creators need to adapt to the demands of connected consumers. This means getting closer to the behaviors and needs of those consumers that are better, including harnessing data from social media, analyzing the way products are created and distributed, and embracing new business models – including partnerships. As they pursue these strategies, the good news for content creators is that content's central role in attracting, engaging and retaining consumers has, if anything, been positively strengthened by the fragmentation of media choices.

The rise for content



Outlook insights

Outlook insights
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View from the content creator
View from the digital distributor
Macro data insights
Segment data insights

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Digital distributors need the agility and insight to deliver the right content at the right time, on the right platform, at the right price.

Digital distributors, which must meet consumers' demand for content across multiple devices, channels and screens, those consumers expect need the insight and the ability to deliver the right content at the right time, on the right platform and at the right price. Those that get the insight right will be able to meet the pressure heading being a fourth pipe while successfully both accelerating growth in digital revenue and lowering costs. Of all of the participants in the ecosystem, it is arguably the distributors that face the most daunting array of challenges, such as a blurring of the traditional divide with technology companies, escalating OTT competition, the threat of cost cutting by consumers, interplay and fragmentation regulatory, and pressure to invest in bandwidth without the certainty of secure, digital, the winners will be those that innovate and collaborate to deliver the consistent and compelling content experiences demanded by the connected consumer.

A smart and flexible distribution strategy based on consumer understanding...

The growing demand from connected consumers for content-oriented devices (tablets, smart TVs, etc.) and content they choose poses major challenges to content distributors' traditional business and operating models. At the same time, they're facing an array of disruptive forces, including competition from OTT providers and the threat of 'cost-cutting' by consumers.

...will accelerate growth in digital revenues and deter piracy

To rise out from challenges, they have to develop a smart and agile distribution strategy grounded in an understanding of consumers. While great content is the cornerstone, it's not enough on its own. Also needed is a strong focus on the digital products through which consumers access that content, high-quality content, unique and low-cost production, and partnerships with a content device, all aspects of...



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Understand how digital distributors are responding to industry trends

Understand how digital distributors need to apply agility and insight to deliver the right content, at the right time, on the right platform and at the right price.



View the key macro data insights at a glance

Analysis of the consumer and advertising spend data in this year's **Outlook** highlights a number of key industry trends and data insights at a macro level. These highlights can be found in 'Macro data insights'.

Outlook insights

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Outlook insights at a glance: key macro data insights

Analysis of the consumer and advertising spend data in this year's Outlook (2013-2017) highlights a number of key industry trends and data insights at a macro level. These trends are brought to life and explored further in Outlook insights. However, below are just a few snapshots of the topics some the industry is undergoing for geography and spending category.

For the complete picture of the trends shaping the industry, learn from the Outlook data purchase the companion publication [Consumer Insights](#).

For industry data and commentary the individual segments, navigate to the 'Industry data and commentary' tab in the top navigation bar bar.

Global digital vs. traditional spend: Within the global ERM market, digital will be the main driver of growth in the next five years, with revenues increasing at a CAGR of 13.1%. By 2017, digital revenues (including consumer advertising on digital content), digital advertising spending and spending on internet-enabled devices will account for 47% of the time, up from 35% in 2012.

Consumer spend shifts from content to access: The rapid growth in spend on mobile means that there will be a shift in the share of overall global ERM spend from consumer spend on content from 47% of the market in 2012 to 34% of the market in 2017. Consumer spend on access (over 24% of the market in 2012 to 30% of the market in 2017).

Twitter growing ERM market: A new group of 8 markets, (China, Spain, India, Russia, Brazil, Egypt and North Africa, Mexico, Indonesia, and Argentina) will see the most growth. These markets will account for 25% of new spend ERM revenues in 2017, up from 12% in 2012, and their average CAGR will be more than double that of the global ERM sector as a whole.

Mobile continues to drive internet access spend: In 2016, mobile internet statistics, all

Global ERM Advertising on digital and mobile digital spend by category (%)

Global ERM Advertising on digital and mobile digital spend by category (%)

Top 8 Global Advertising Spend by category (%)

Top 8 Global Advertising Spend by category (%)



View key segment data insights for every segment at a glance

Analysis of the consumer and advertising spend data for each of the 13 segments, in this year's **Outlook**, highlights key segment trends and data insights. These highlights can be found in 'Segment data insights', which is new this year.



Download industry commentary to PDF

Download all **Outlook insights** industry commentary and data insights into one PDF '**Outlook insights at a glance**'.

PwC's annual forecast of advertising and consumer spending across 50 countries and 13 industry segments covered in the online **Global entertainment and media outlook 2013-2017**.
TV subscriptions and home film / TV advertising / Internet access / Radio / Out-of-home advertising / Video games / Filmed entertainment / Newspaper publishing / Consumer magazine publishing / Business-to-business / Internet advertising / Consumer and educational book publishing / Music

Outlook insights at a glance

A snapshot of key themes and data insights taken from the **Outlook insights** thought leadership publication



www.pwc.com/outlook



Access data and commentary via smart devices with touch-enabled interface

Online **Outlook** is touch-screen enabled, meaning all data, commentary and functionality can be accessed using smart devices such as tablets and smartphones.

Individual and corporate level access to the online Global entertainment and media outlook 2013–2017

Whether you are looking to access the full data and commentary for 13 industry segments or prefer to subscribe to individual segments and need access across either your organisation or for a single-user only, there are tailored subscription options available.

- Single-user licence with full access to all data and commentary for 13 industry segments and 50 countries
- Single-user licence with access to all data and commentary for 50 countries for individually selected industry segments
- Multi-user licence company wide access to all data and commentary for 13 segments and 50 countries

Subscribe to the online Outlook at www.pwc.com/outlook

