



Global Entertainment & Media Outlook 2023–2027

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

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. The Outlook can help you understand industry trends so you can capitalise on new opportunities.

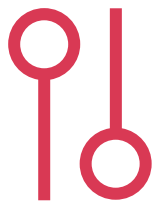
New for this year, we have additional data focussed on the global telecoms industry. This expanded **Internet access and data consumption** segment delves into specialist areas such as data consumption, Internet of Things, spectrum ownership, capital expenditure spend and internet access for mobile and fixed.

Subscribe to the Global Entertainment & Media Outlook: www.pwc.com/outlook



Updated annually and now in its 24th 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.



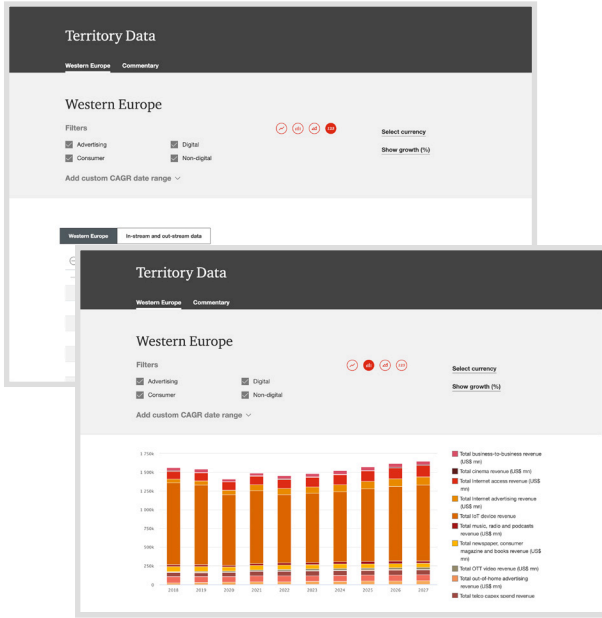
Compare digital and non-digital spend data for 13 entertainment and media segments across 53 territories



Download country and segment data and commentary to PDF



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



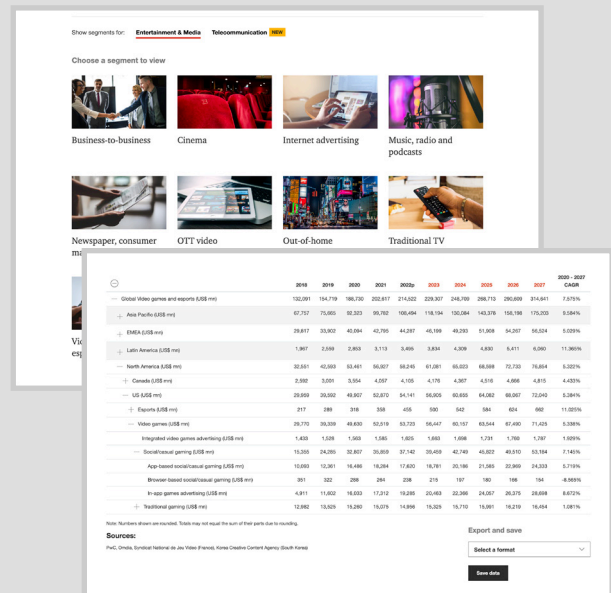
Territory data and commentary

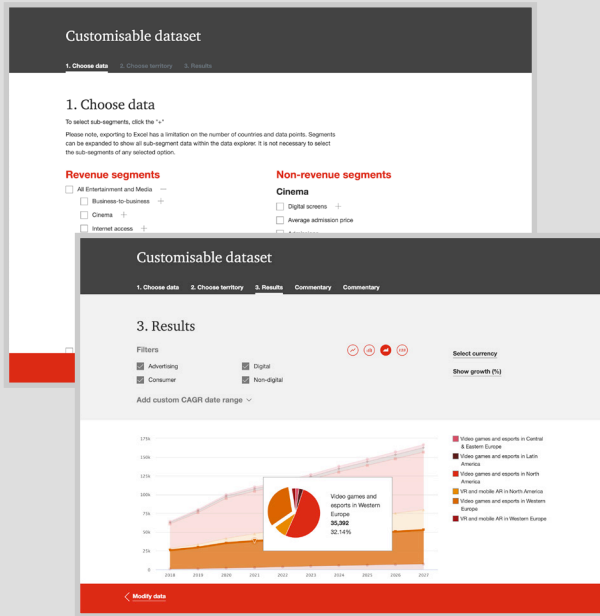
Want to understand how local markets and global forces are impacting your region?

Browse consumer and advertising spending by territory.

Segment data and commentary

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

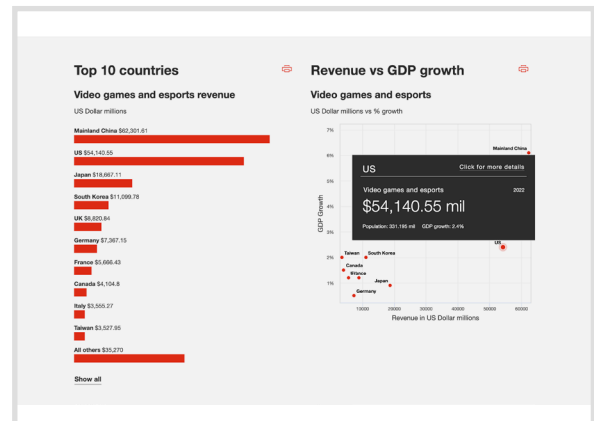




Create your own dataset

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 entertainment & media growth comparisons, heat maps, and top 10 country rankings.



If you are looking to access the full data and commentary for 13 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

Segment	Single user licence (SUL)	Multi user licence (MUL)
Entertainment & Media Access to all existing entertainment & media segments including parts of Internet access and data consumption	\$3,900 USD	Price on request
Telecommunications Access to Internet access and data consumption	\$3,900 USD	Price on request
Entertainment & Media and Telecommunications All data produced	\$7,000 USD	Price on request