

Global Entertainment & Media Outlook Perspectives Report
2024–2028

NEW

Perspectives to meet the future

Seizing growth opportunities in a dynamic
ecosystem














Explore the report:
pwc.com/outlook





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Revenue segments

 Business-to-business	 Music, radio and podcast	 Traditional advertising, home video and traditional TV
 Cinema	 Newspaper, consumer magazines and books	 Video games and esports
 Internet advertising	 OTT video	 VR and AR
 Connectivity	 Out-of-home	

Trackers

 NFTs	 Artificial Intelligence	 Data consumption
 Metaverse		



Consumer/end-user
& advertising spending



5 Year historical &
5 Year forecast data



53 Countries



15 segments

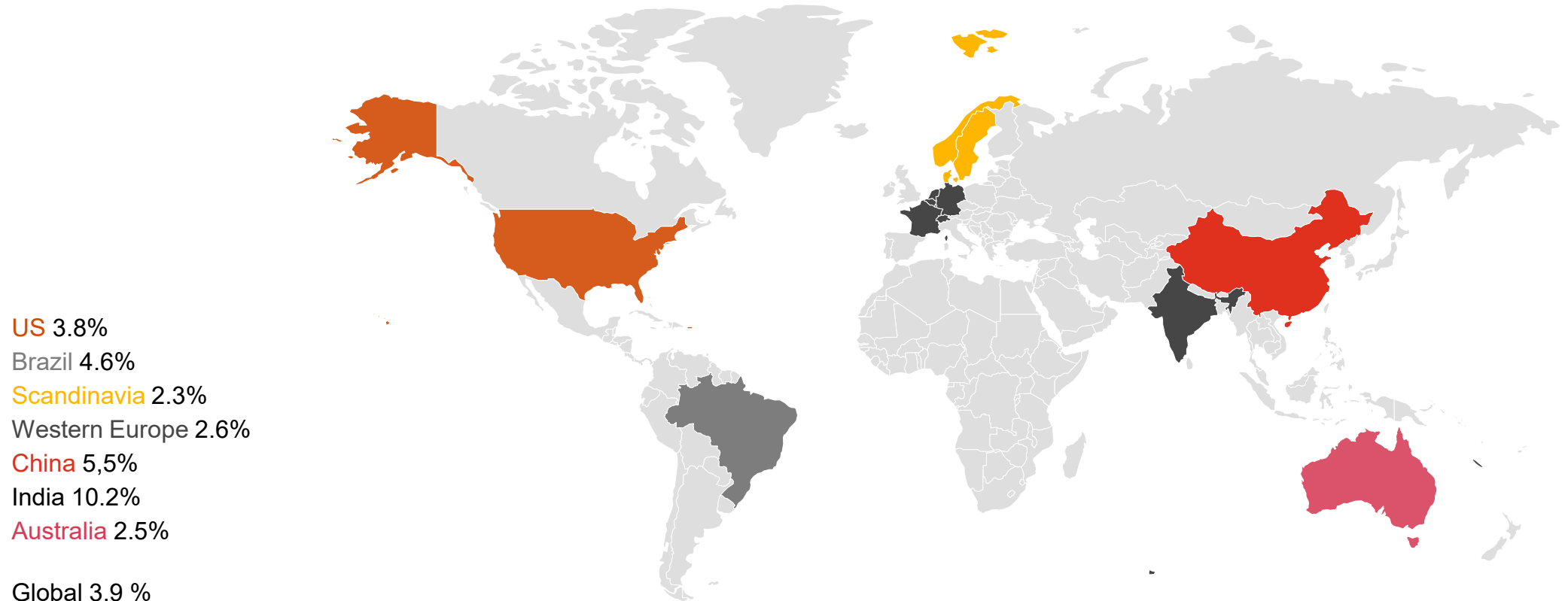
A group of six diverse business professionals are gathered in a modern office setting, likely a meeting room. They are seated around a table, looking at laptops and documents. The scene is brightly lit, suggesting a window with blinds in the background. The overall atmosphere is collaborative and professional.

What

are the global

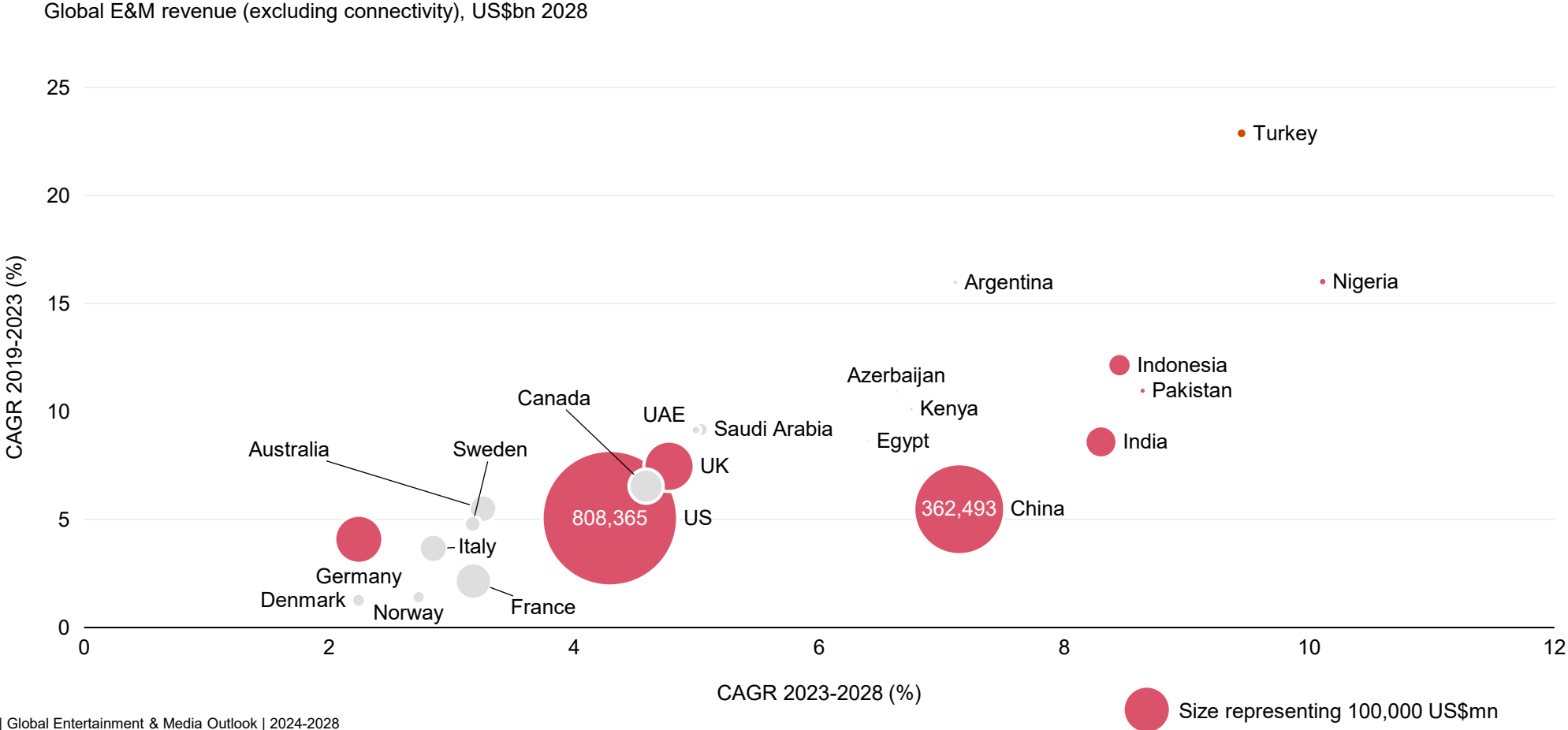
trends?

Expected global growth in E&M expenditures of 3.9%



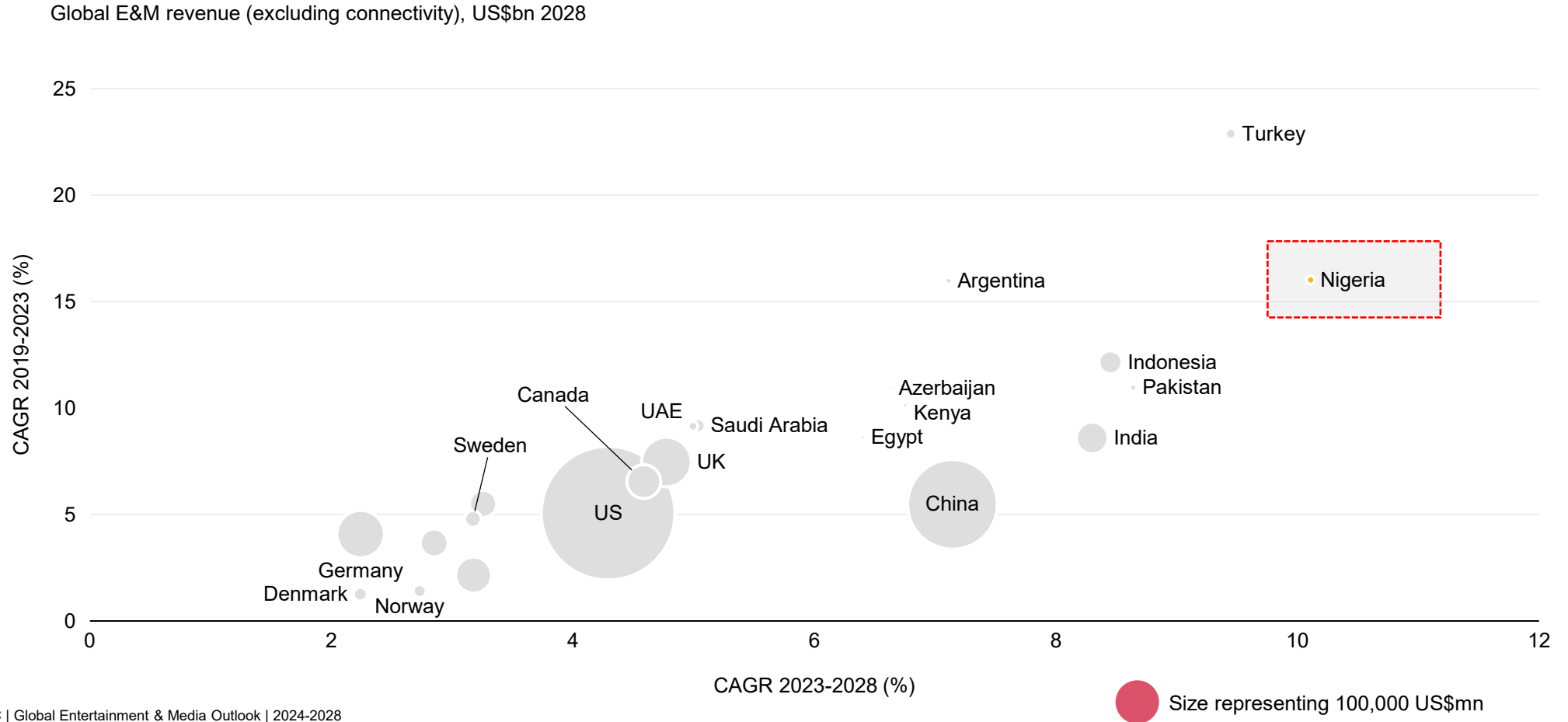
A world of possibilities for regions that are already huge...

Several key markets offer opportunities for substantial revenue growth



..but also for relatively small markets with very high growth

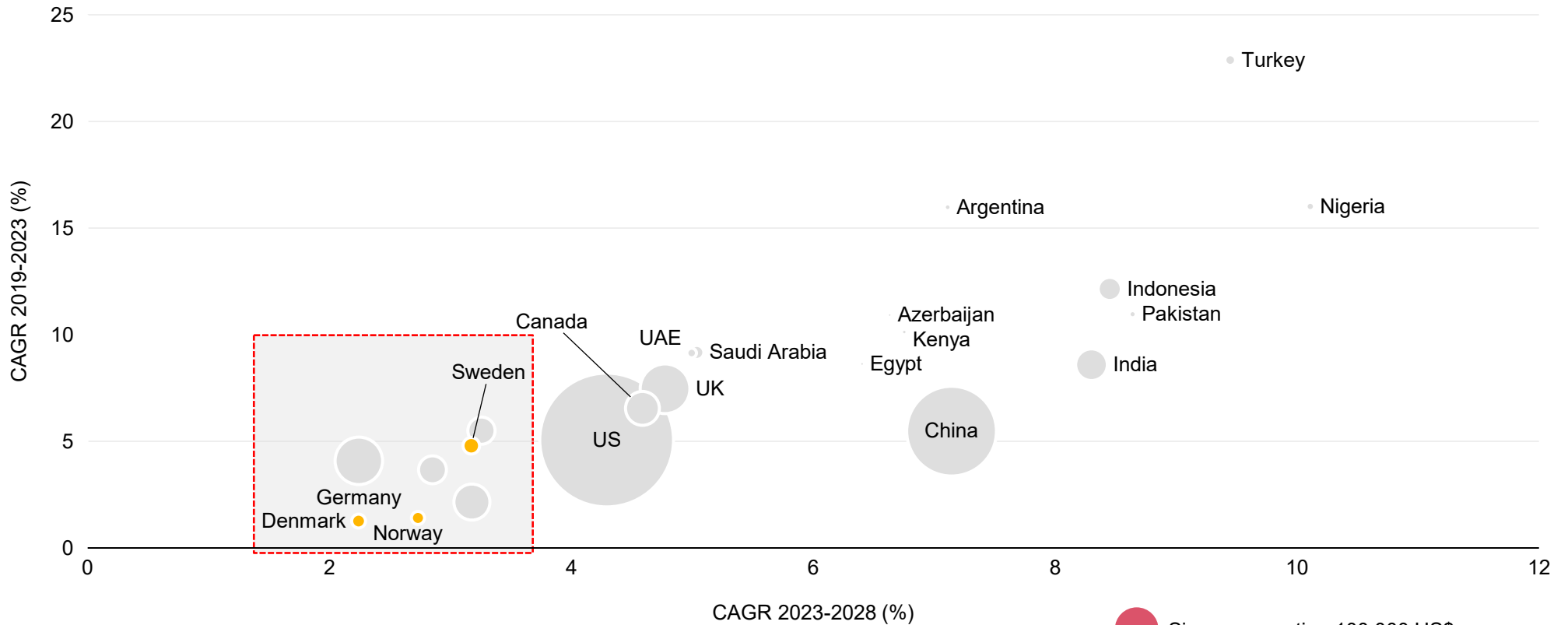
Several key markets offer opportunities for substantial revenue growth



Stability marks the trend of Scandinavian countries

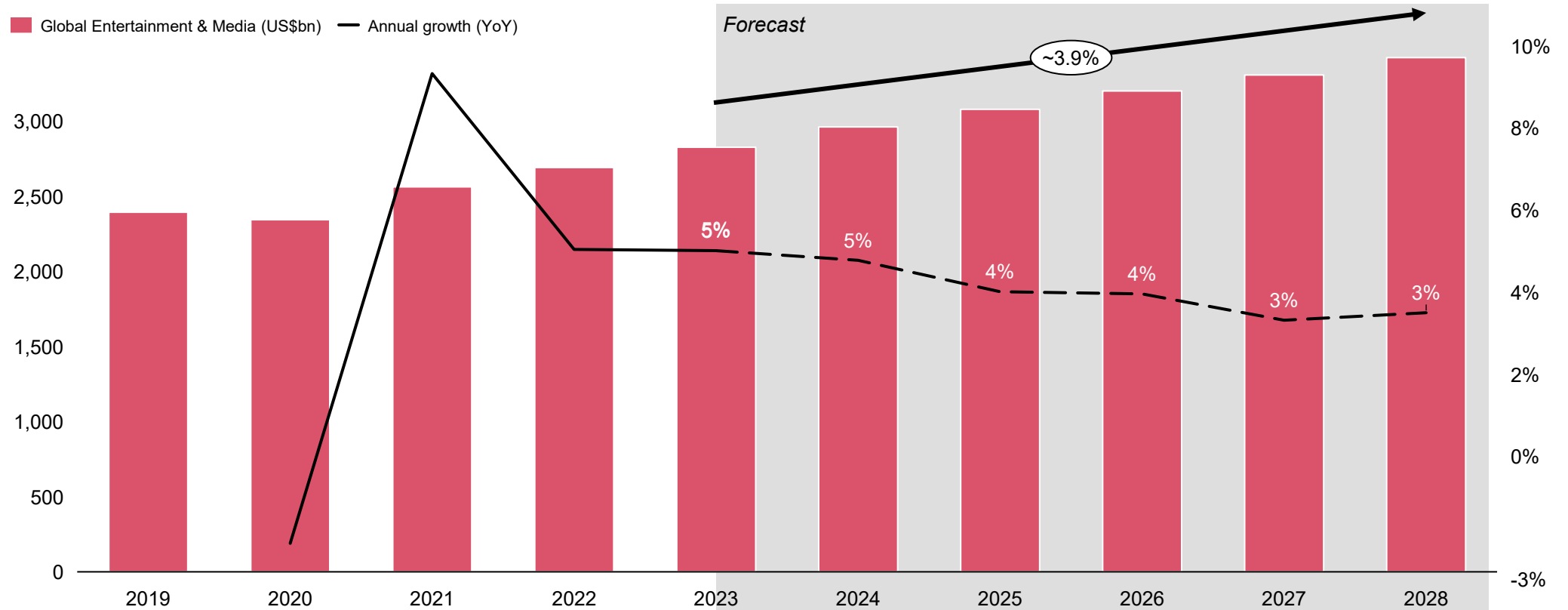
Several key markets offer opportunities for substantial revenue growth

Global E&M revenue (excluding connectivity), US\$bn 2028



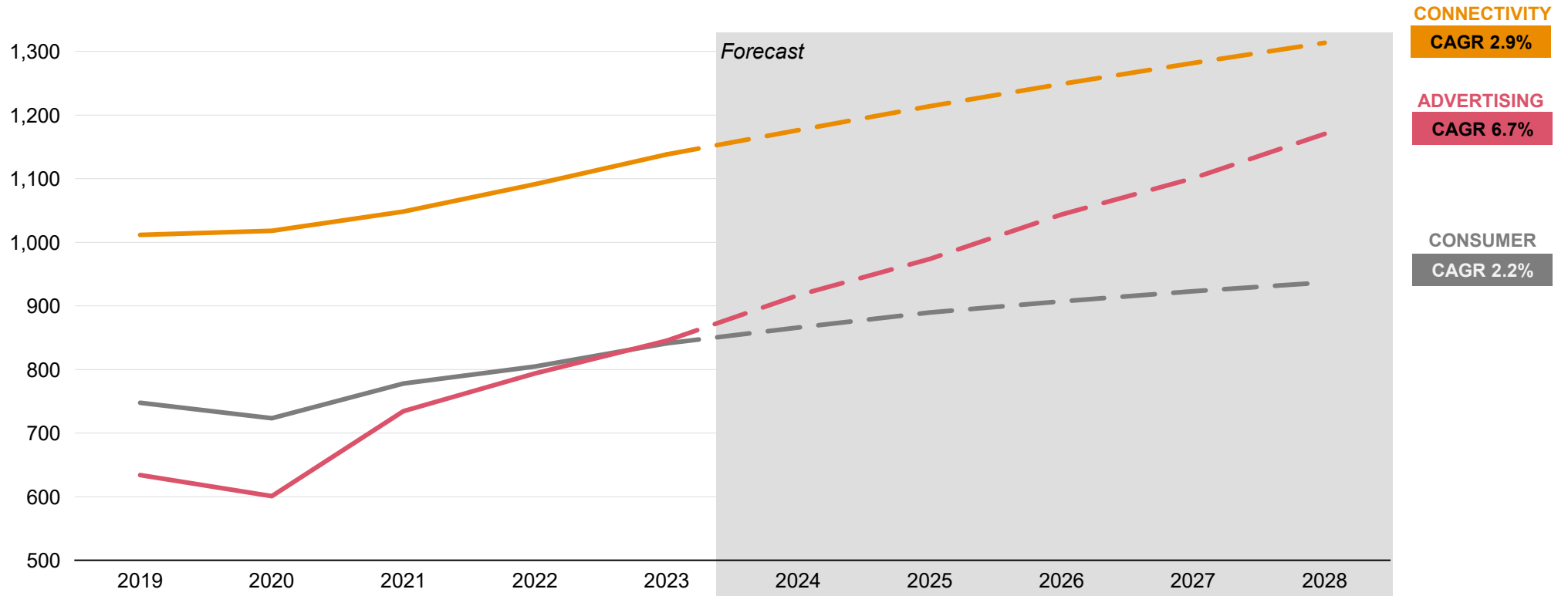
Steady aggregate growth

E&M's total revenue will grow at a ~ 3.9% CAGR through 2028

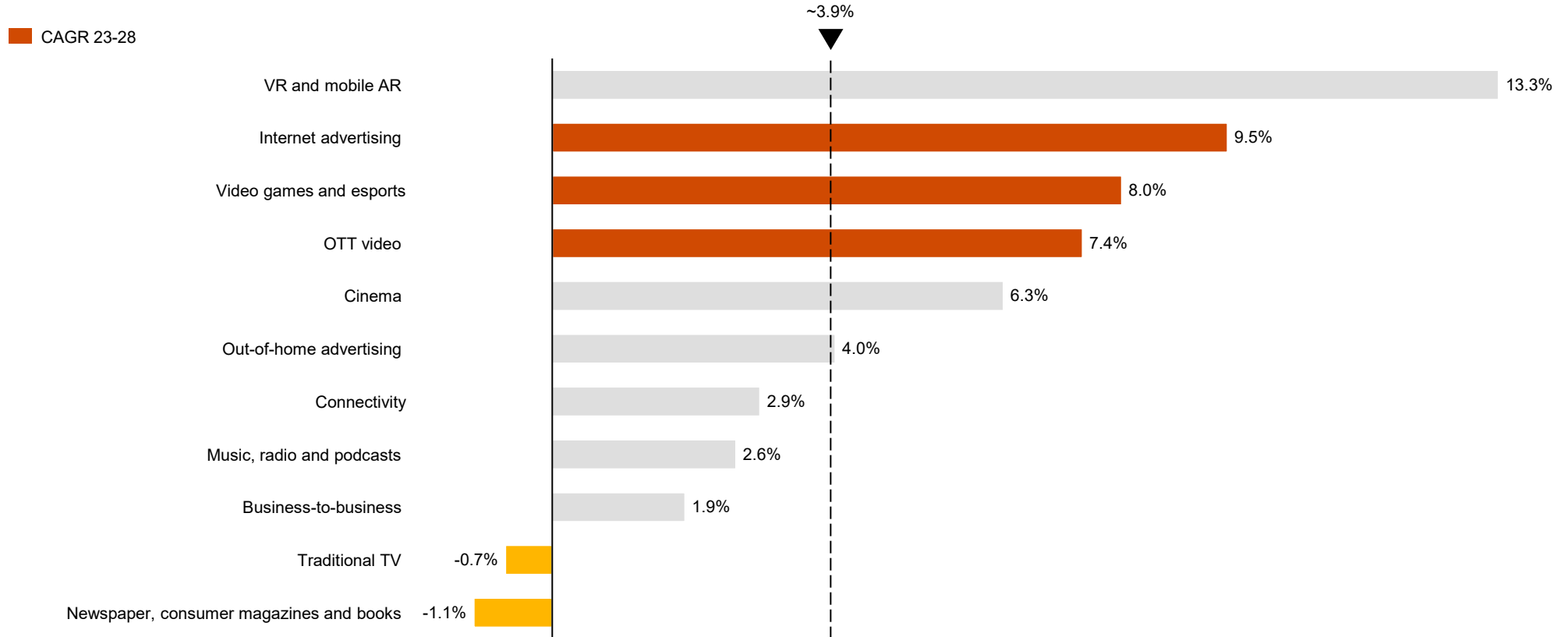


Global advertising revenue to hit US\$1 trillion in 2026

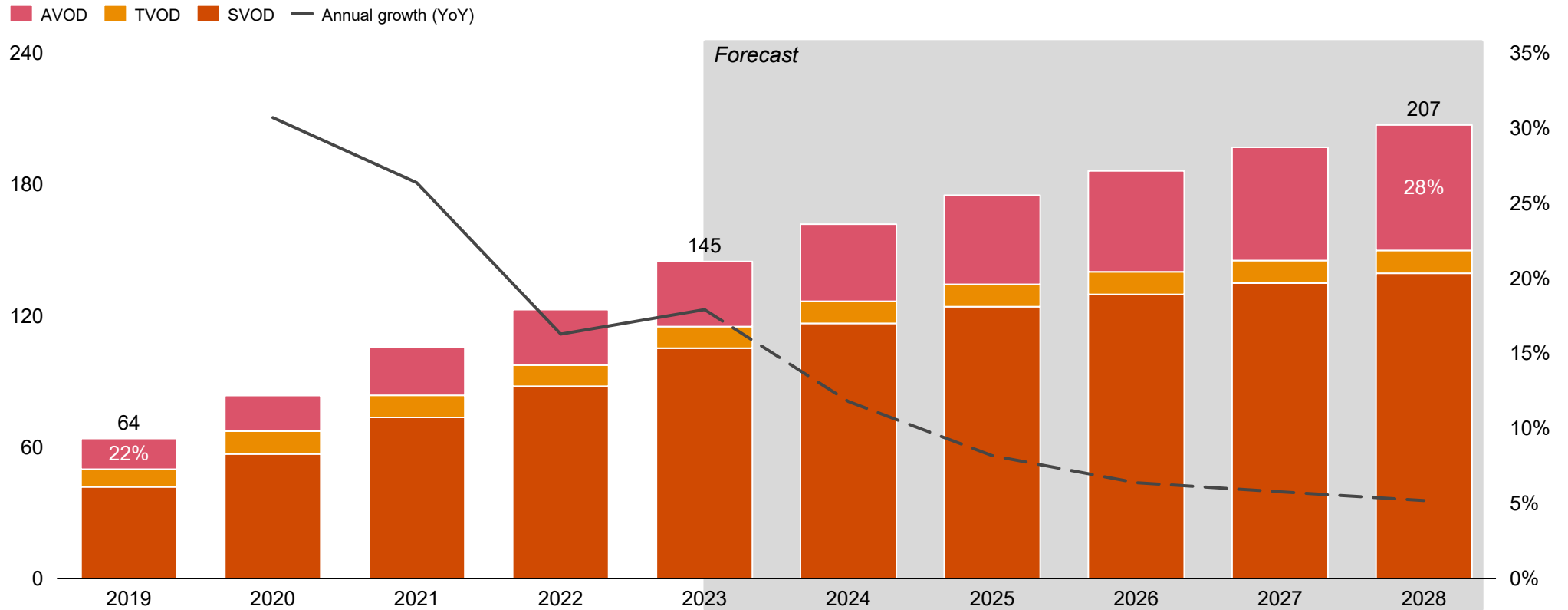
Growth in connectivity and advertising outpace consumer spending



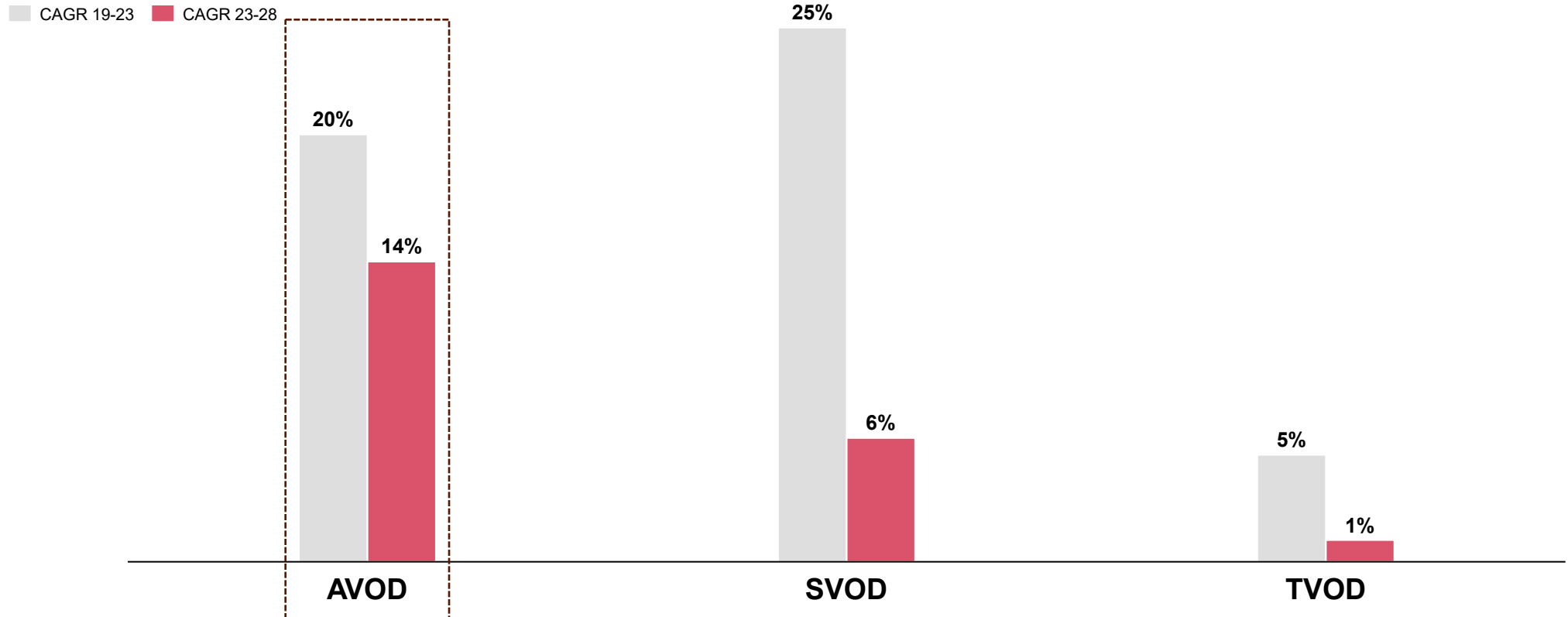
Global revenue – growth by segments



Global OTT Video revenue is projected to exceed US\$200bn with a CAGR of ~ 7.4% until 2028...



...with Advertising Video on Demand (AVOD) driving the growth to capture market shares at a ~14% CAGR



```
mirror_mod = modifier_ob.  
set mirror object to mirror.  
mirror_mod.mirror_object =  
_operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
_operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
_operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True  
  
selection at the end -add  
mirror_ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier.  
mirror_ob.select = 0  
= bpy.context.selected_object  
data.objects[one.name].sel  
  
print("please select exactly  
  
-- OPERATOR CLASSES --  
  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"
```

How big
is GenAI's disruptive
potential?

Productivity gains and optimized profit margin characterize the impact on the entertainment and media sector

Key themes identified within the entertainment use cases



Productivity gains in content creation

Augmented content production and editing improve efficiency and interactive elements, new content genres and visual effects enhance existing content



Optimized sales and distribution channels

Enhanced analysis of customer data and media content to optimize marketing and distribution channels (e.g., archive monetisation and video dubbing)



Reduce cost of core operations

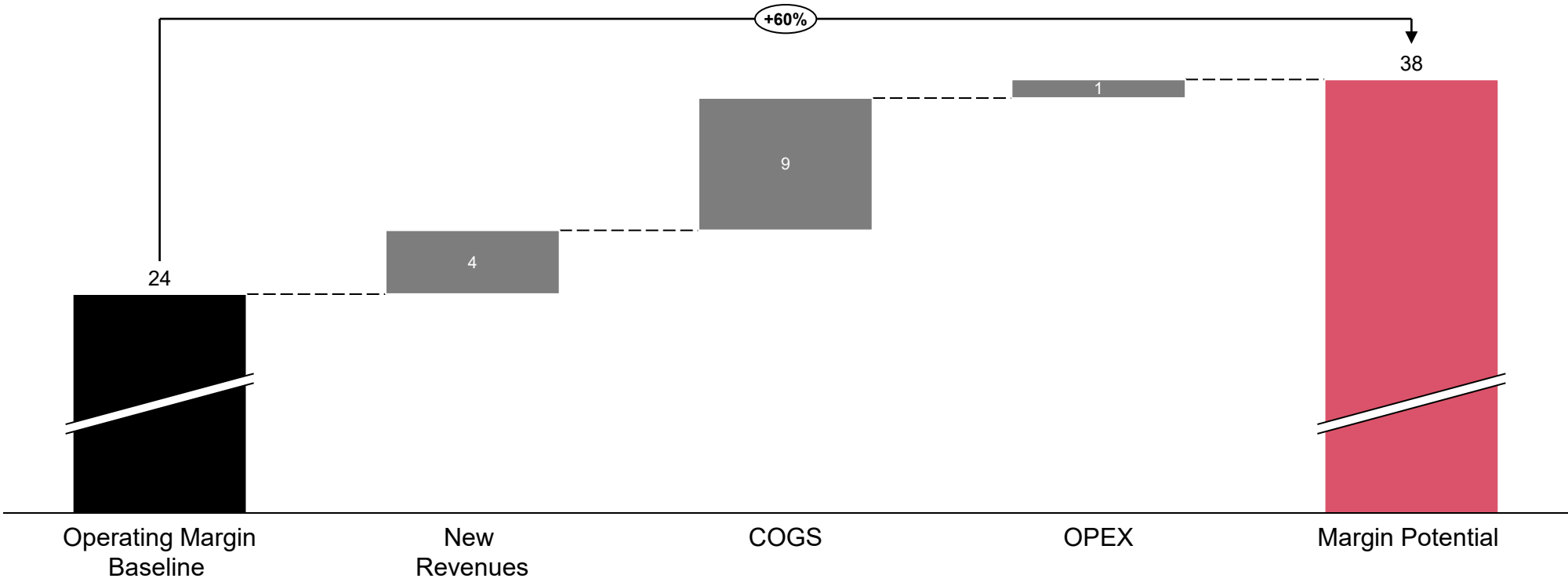
Automating business critical processes such as HR chatbot, personalized staff training and service provider / game developer invoice processing

There is significant value at stake for GenAI winners, primarily driven by COGS optimization for the entertainment sector

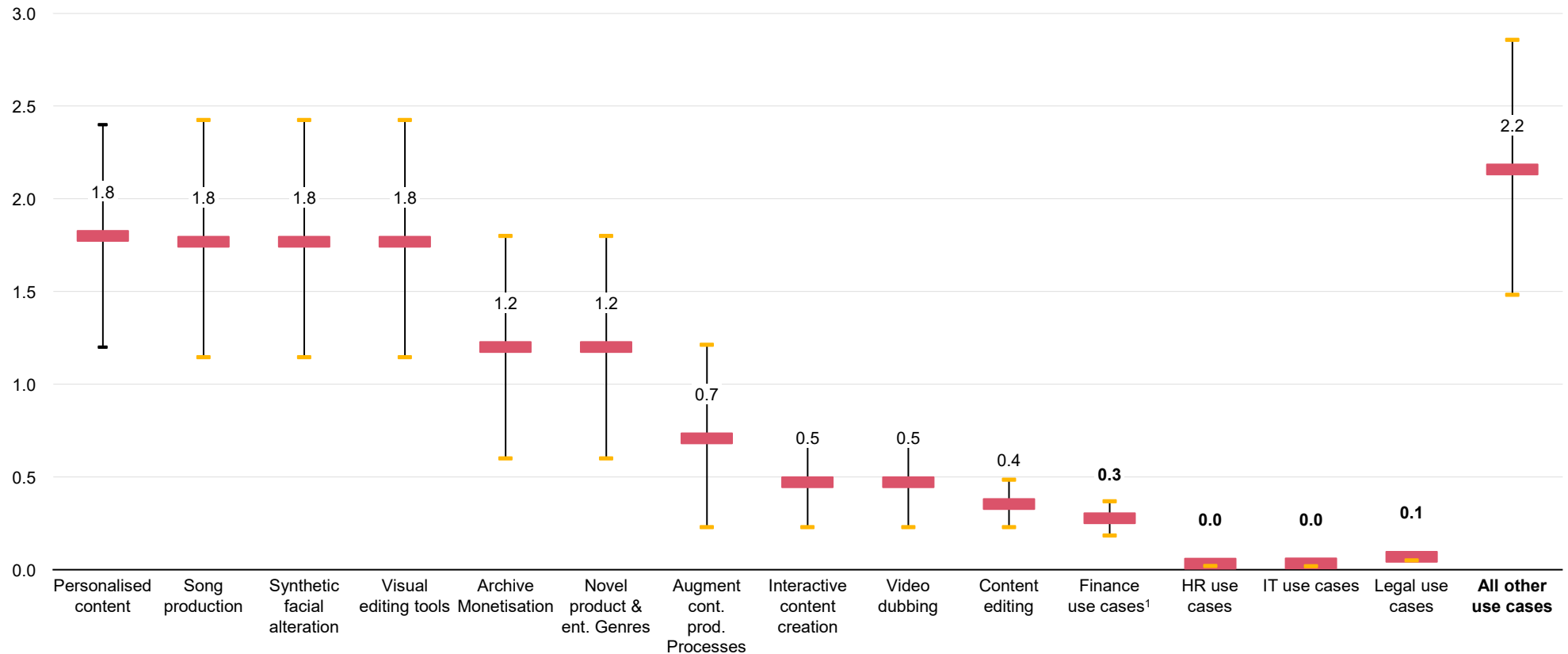
Total Operating Profit Impact

Percentage point change in operating profit, end state

Illustrative



Personalised content, song production, synthetic facial alteration and visual editing tools driving half of total uplift



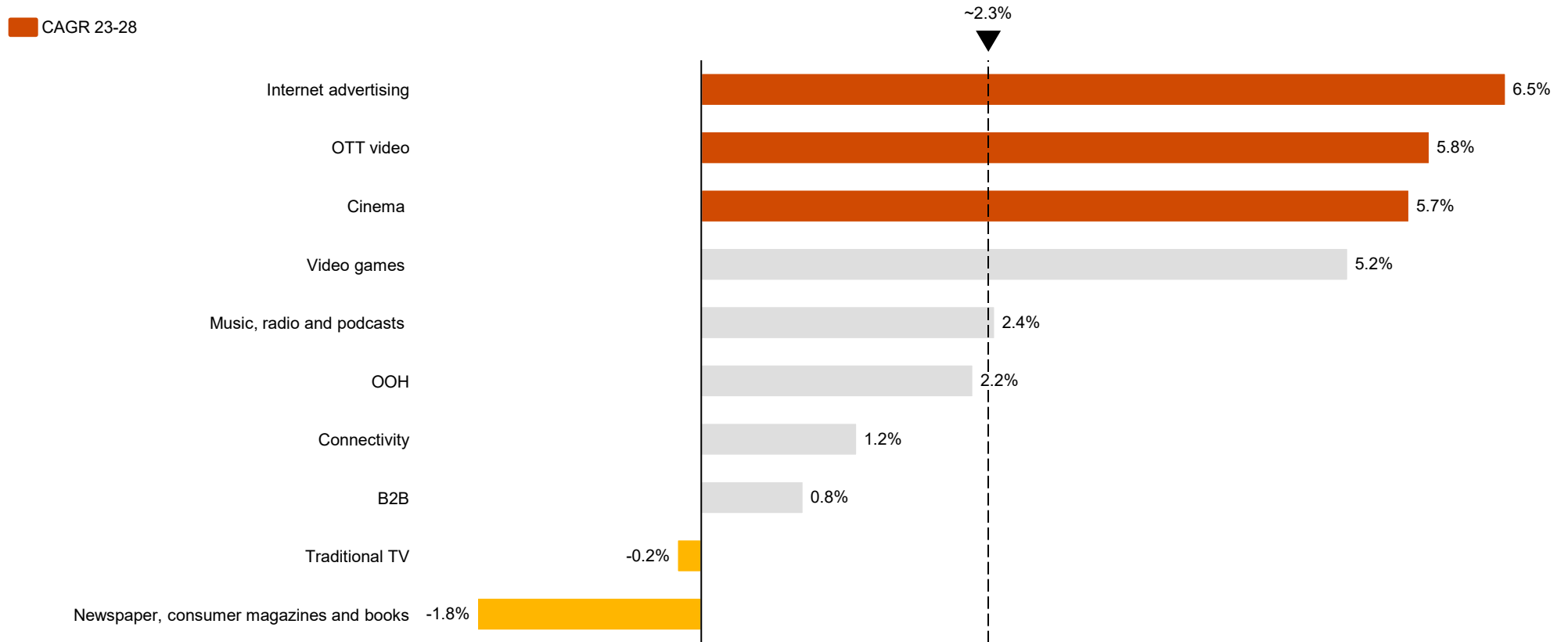
Movement

in the Scandinavian

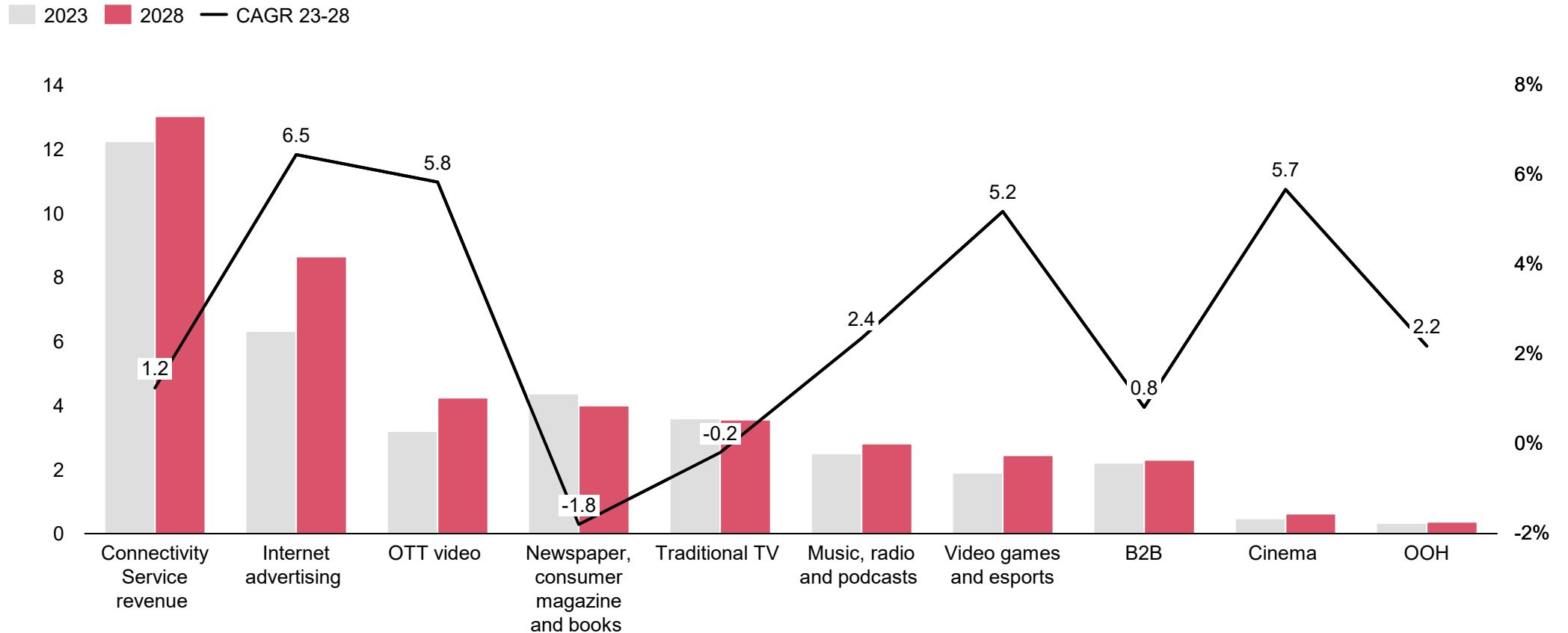
segment



Scandinavian revenue – An ad-oriented region



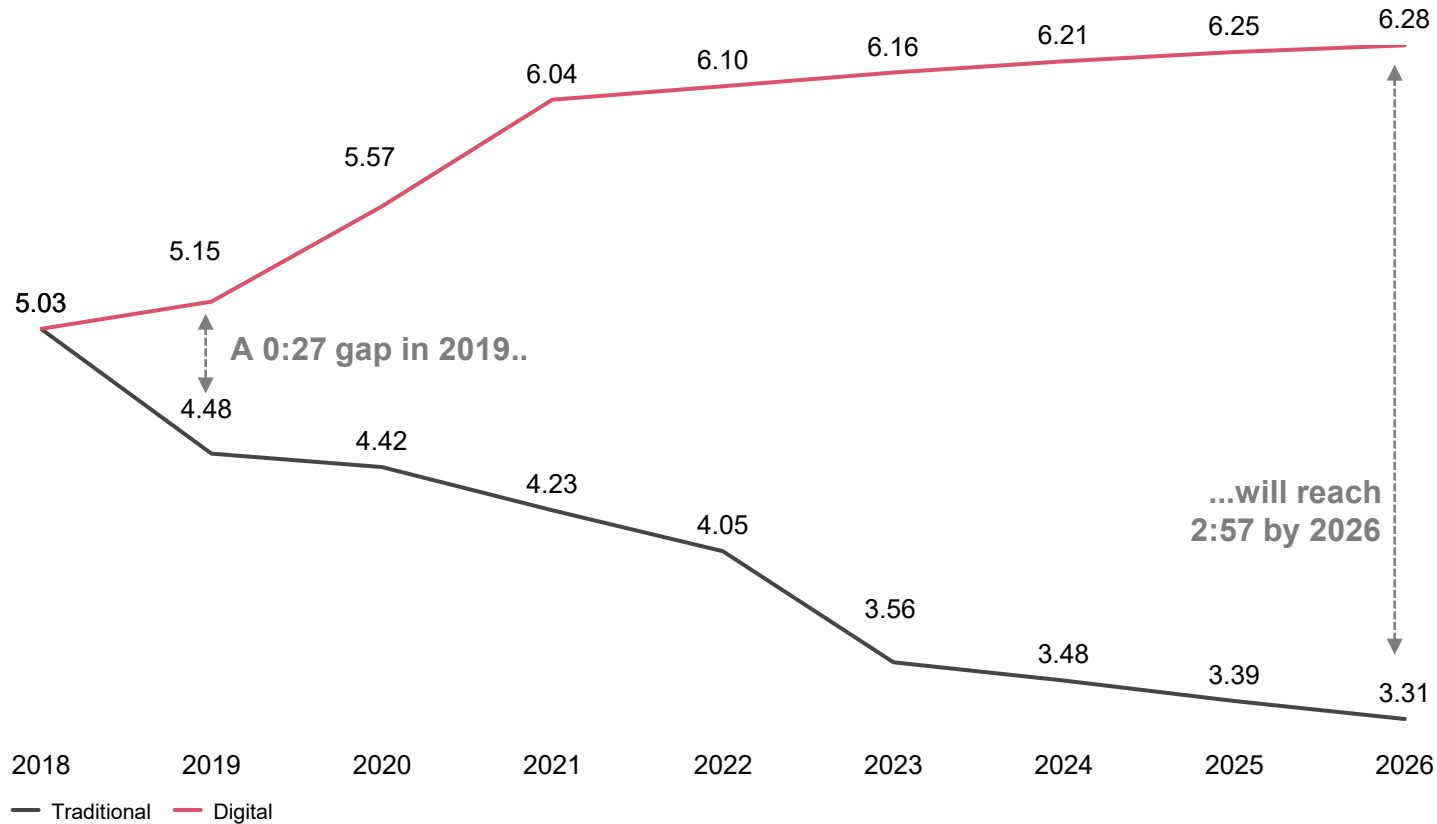
Scandinavian revenue – Advertising leading the growth



Where is the **attention** going?

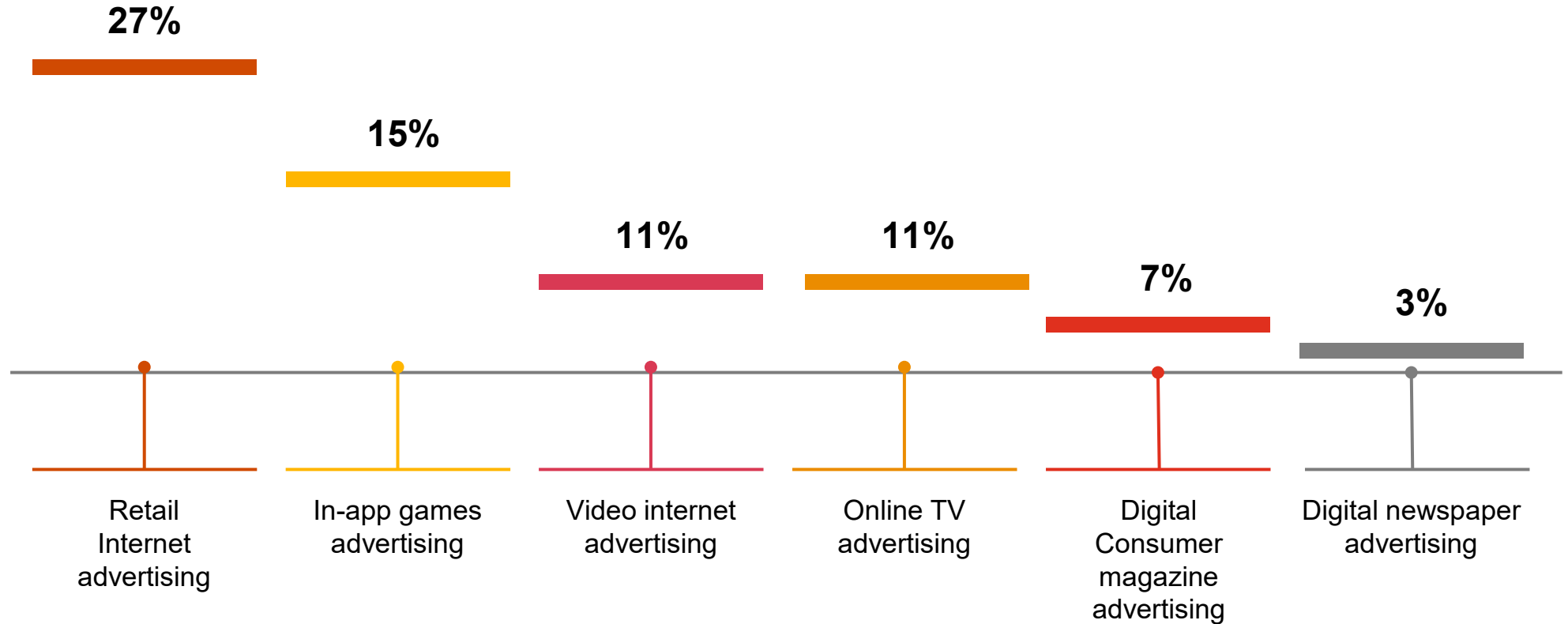
Digital media surpassed traditional time spent back in 2019, and it hasn't been close since

Average hrs:mins spent per day with media



9h
59m

Strong growth across diverse internet advertising components



Social gaming surges to new heights



PC games



Social games

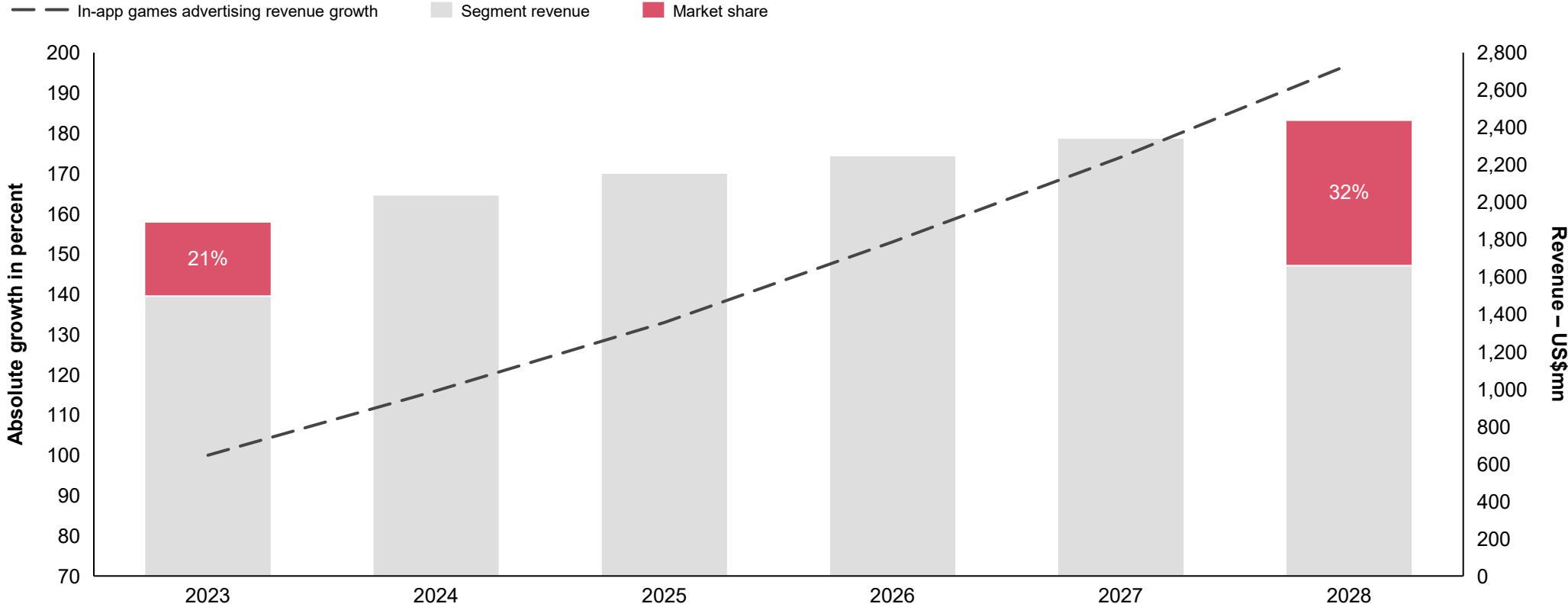


Console games

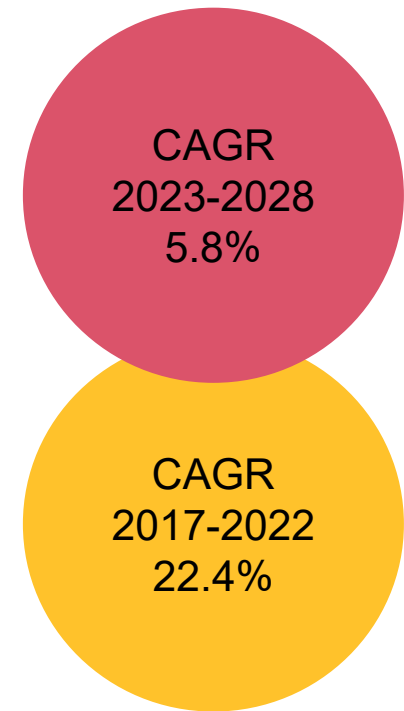
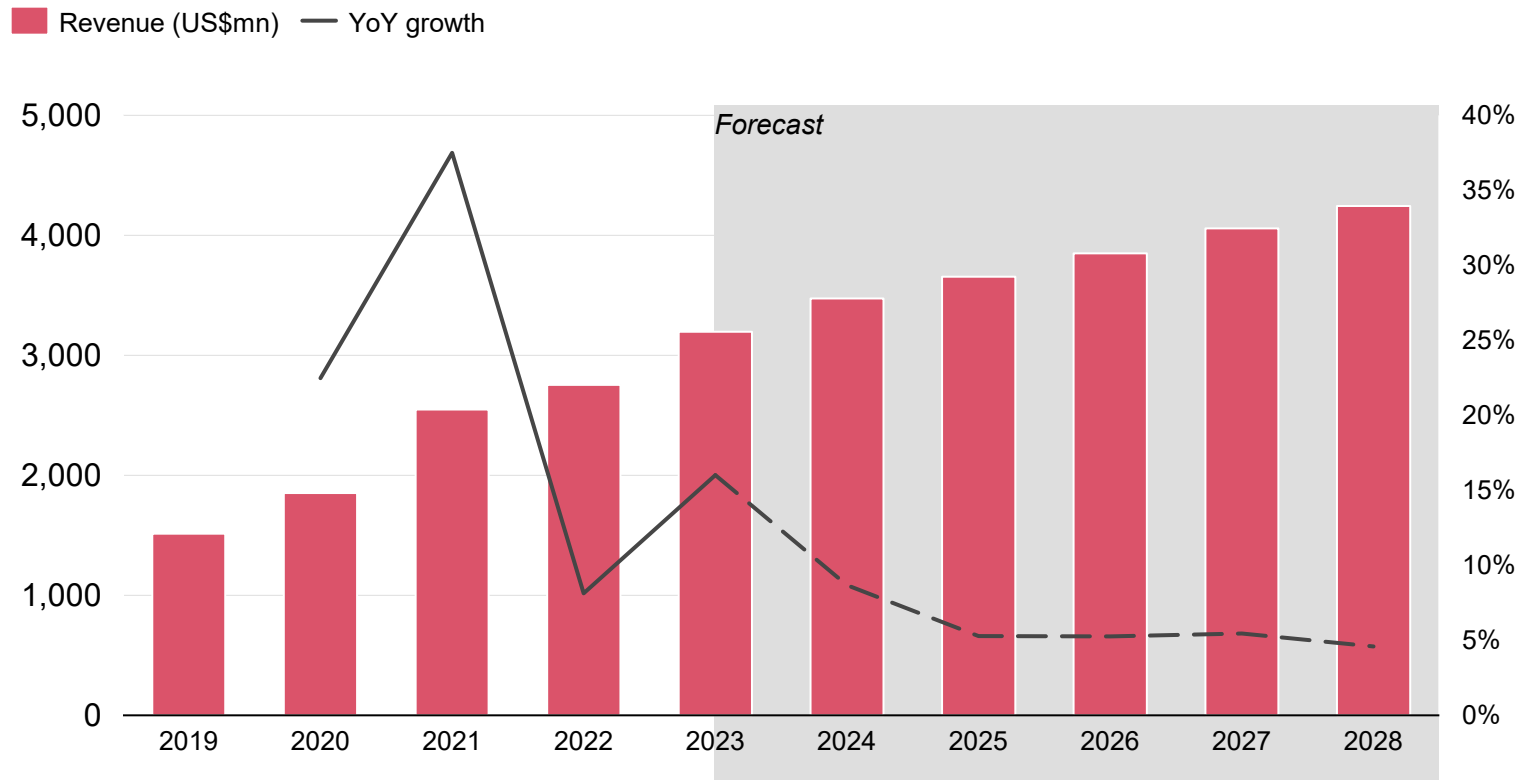
CAGR ~ 5.2% from 2023 to 2028

Advertising revenue in gaming doubles in five years

and is the main contributor to continuing growth in the segment

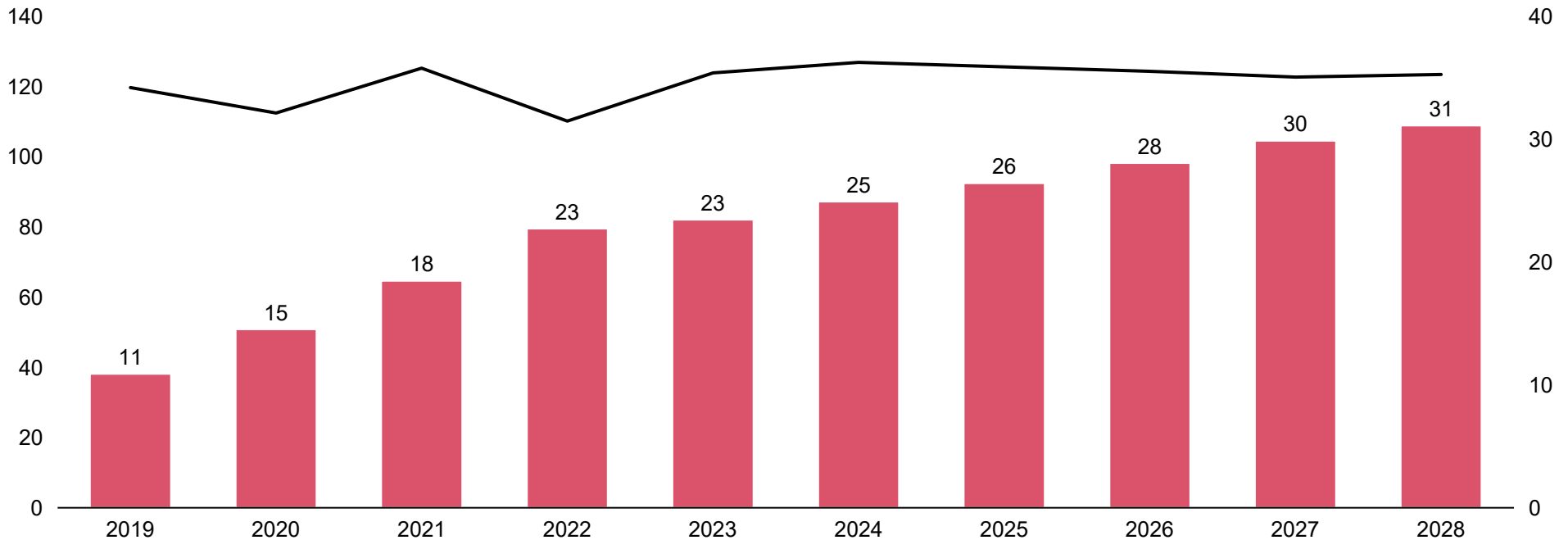


Scandinavian streaming market is maturing



Scandinavian OTT Market Growth: Subscription Surge and Revenue Stabilization

■ OTT Video Subscription (mn) — OTT video revenue per subscription (US\$)



Live
is life

10%

Cinema YoY

Scandinavian
cinema culture
is robust, whilst
«**swifties**» are
everywhere

US\$2.1bn market value

CAGR 2023-2028 ~ 2.4%

23%

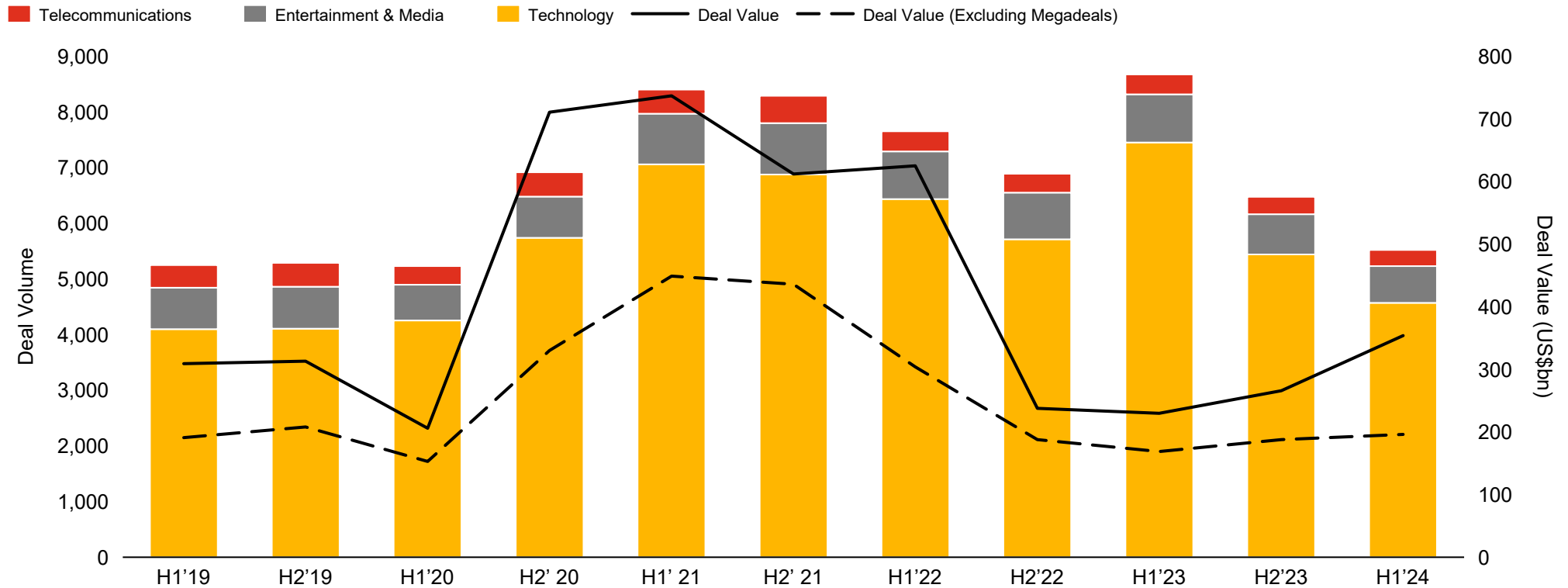
Live music YoY

The
transactional market

... and
megadeals



Entertainment & Media deal values have increased since H1'23



M&A Activity in Entertainment and Media sector H1'24

Increased activity related to advertising, OTT and Esports – all influenced by AI initiatives

Deal value

178% Increase

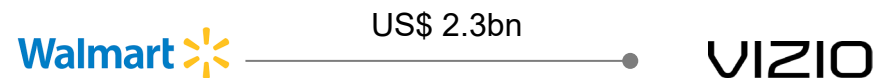
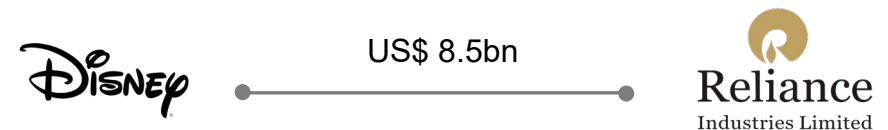
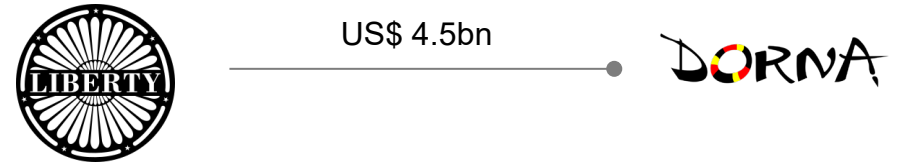
Deal volume

24% Decrease

Key trends

Megadeals

Investing in sports media and broadcasting



In 2024,

despite the

identified risks

53% (32%)

of Norwegian CEO's use (and will use) GenAI actively in their business today and believe it has changed their current tech business strategy

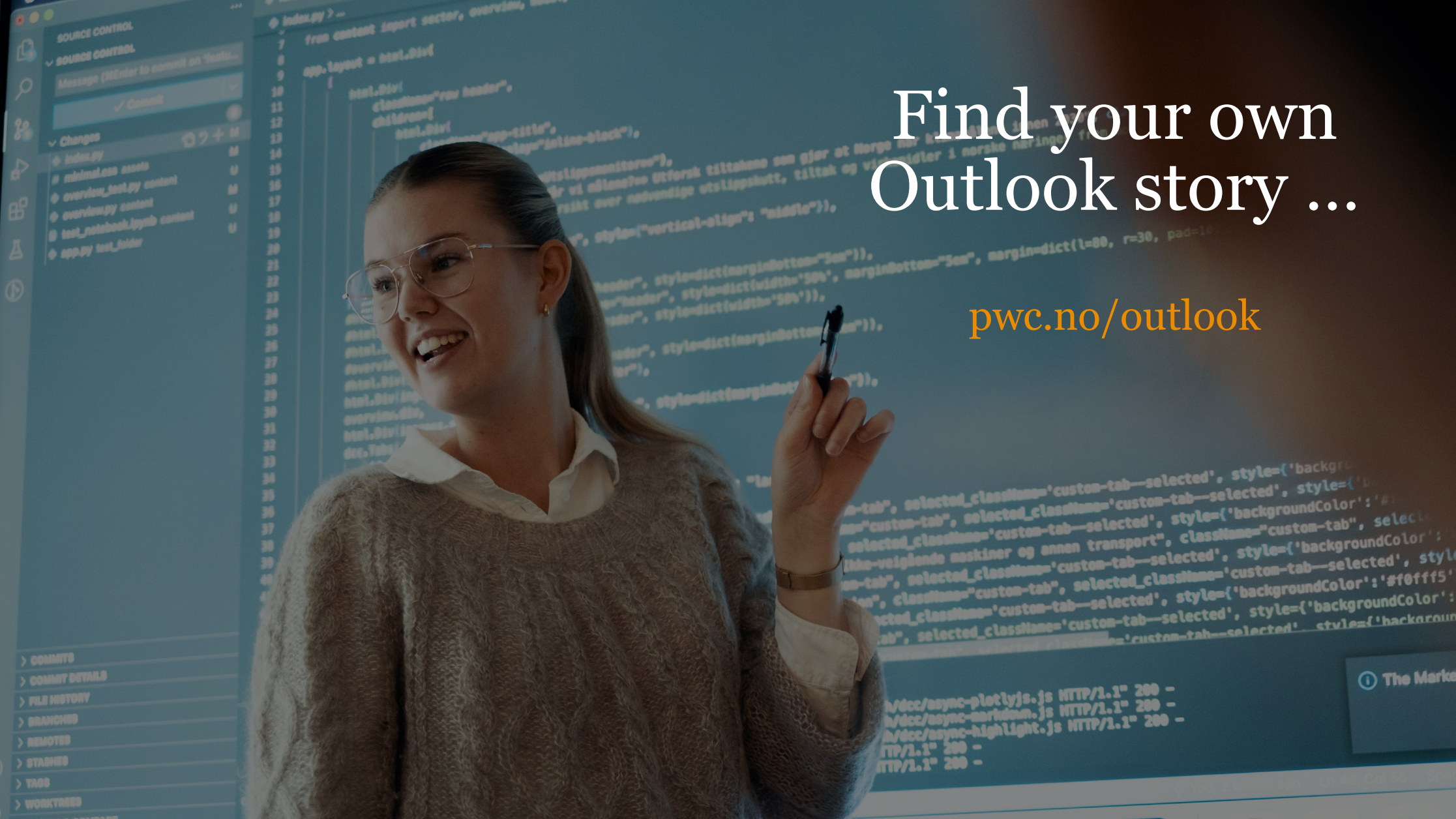
when

84% (64%)

believe it will increase the cybersecurity risk in the company as well as the spread of misinformation

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Vi gleder oss til å høre fra deg!



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