

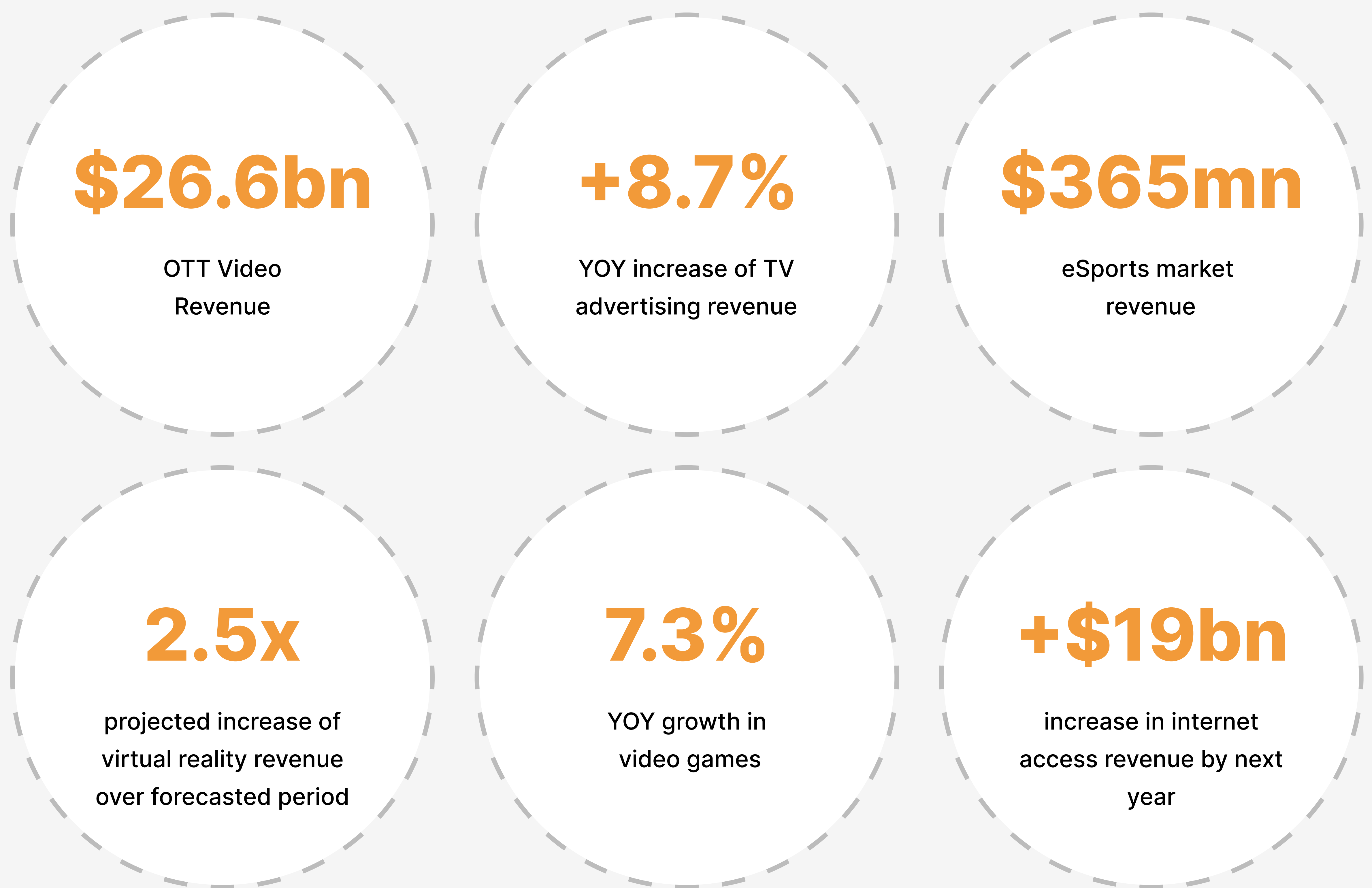
NO BUSINESS LIKE SHOW BUSINESS

GROWTH OF THE MEDIA & ENTERTAINMENT INDUSTRY

Trends, Industry, Analytics, Future?



The global media market is expected to grow to **\$1850.04 bn** in 2021 and is expected to reach **\$2670.66 bn** in 2025 at a **CAGR of 10%**



(YOY) - year on year ,(OTT) - over the top
US Media and Entertainment market
Source: Perspectives from the Global Entertainment & Media Outlook 2021-2025

WHAT DO CUSTOMERS WANT?

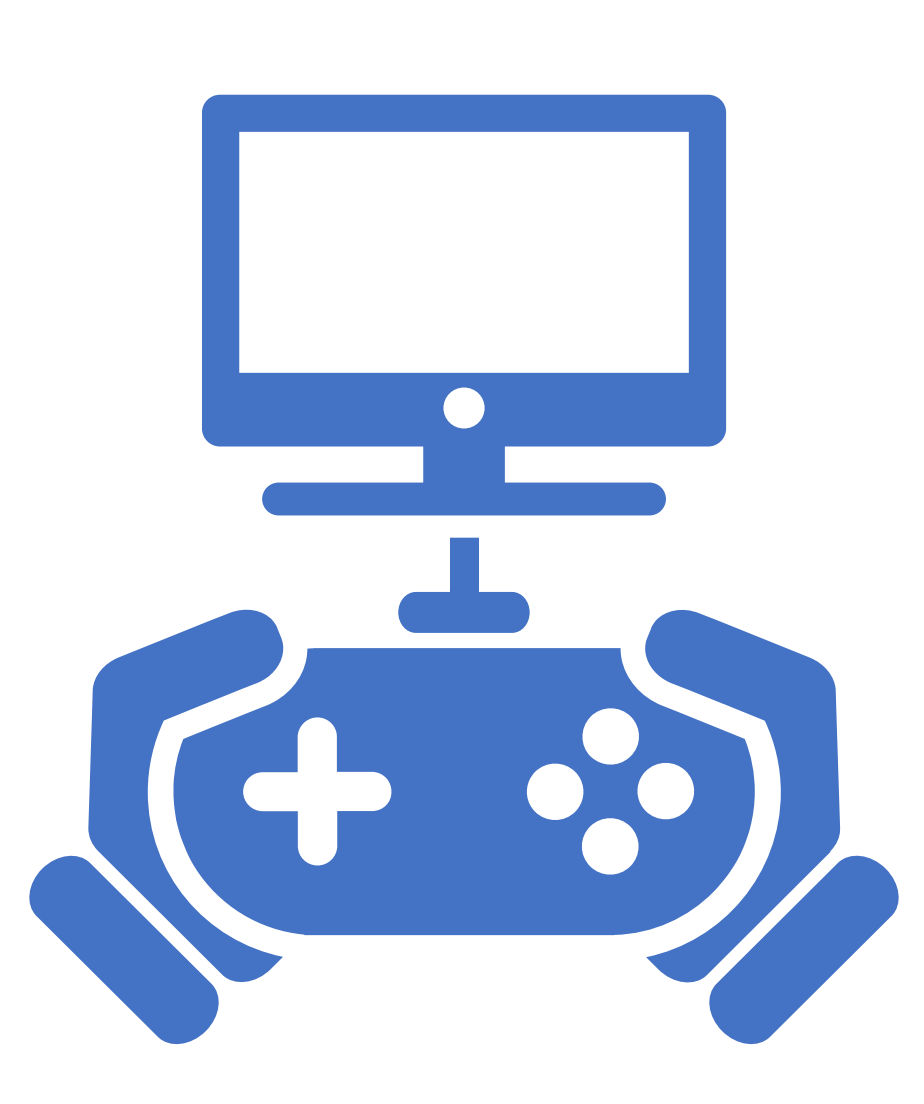
The pandemic has accelerated pre-existing industry trends and altered entertainment-related behaviours.



Personalised Content and Pricing
Price and content related to one's interests are among the top two reasons consumers subscribe to a streaming service



Reduced Subscription Costs
65% percent of respondents to Deloitte's Digital media trends survey say they're comfortable watching ads to eliminate or reduce subscription costs



Video Gaming is Gaining Traction
Since the COVID-19 pandemic, **48%** of US consumers have participated in some form of video gaming activity. Social and casual gaming market will be worth **\$98.8 billion by 2024**



Podcasts are Gaining Popularity
There are currently over **2 million** podcasts and more than **48 million** podcast episodes available. Nearly six in ten of all US consumers above the age of 12 are listening to podcasts

Source: Digital media trends survey | Deloitte Insights

OPPORTUNITY AREAS

In 2021, media, and entertainment organizations should consider four key strategic opportunities to boldly position themselves to thrive in the future:

- 1 Exploring new business models and technologies**
To foster a deeper understanding of consumer behavior and better consumer engagements
- 2 Redefining their relationships with advertisers**
To target consumers with more highly tailored content and advertising
- 3 Leading the game with original content**
45% of US subscribers say that they paid for a specific streaming video service to watch new original content not available anywhere else
- 4 Broad set of offerings**
Meeting customers where they are by offering a broad set of options (video, music, games, podcasts, and more), available via a mix of subscription and free ad-supported services

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To know more, mail us at marketing@latentview.com
www.latentview.com