

Media & Entertainment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Media & Entertainment Market size was estimated at USD 27.72 billion in the current year. The market is expected to reach USD 40.36 billion in five years, registering a CAGR of 7.8% during the forecast period.

Rapid technological developments have transformed the media and entertainment industry and its integration of new disruptors, leading to profitable growth in all sectors.

Key Highlights

- Social media impacts the industry, and traditional sector players are shifting to electronic platforms, driving their ad spending in this field. Digital technologies and platforms have significantly benefited the sector in facilitating the effective creation, distribution, and consumption of content, revolutionizing market growth.
- There have been several significant changes in the media landscape. The media environment and consumption have rapidly changed with the rapid development of information technologies and new communication devices. A significant shift in content supply has occurred in the media worldwide. It is not just that the content and media channels have evolved but have also changed their nature.
- Also, smartphone penetration, low data tariff, and investments in original and regional digital content are favorable factors for digital access and content supply, respectively, for driving online consumption across the media & entertainment industry.
- However, several countries have been called upon to take action against these acts and to introduce various legislation aimed at combating infringements of intellectual property rights, protection of copyrighted material, blocking unlawful websites as well as all forms of illicit cyber activity given the emergence of differing pirated content on several media outlets.
- Businesses are suffering significantly from an increased spread of COVID-19 throughout the regions. Several initiatives are being launched by some players in the region aimed at mitigating this situation, which will lead to a positive impact on the media and

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entertainment market.

Media and Entertainment Market Trends

Streaming Media Sector is Gaining Traction Due to Emergence of OTT Media Across Online Platform

- Video streaming, mainly referred to as OTT, has taken the Media and Entertainment (M&E) industry by storm in the last decade. The studios that used only to create content and were dependent on broadcasters and distributors for reaching consumers are going directly to consumers (D2C). Similarly, broadcasters that have always depended on cable or DTH companies to distribute their programs and content now take it to consumers.
- In addition, OTT platforms like Apple, Amazon, Google, and Samsung are being launched by companies in adjacent and entirely other sectors. These changes have brought about a drive for vertical integration, which has caused hyper M&A activity mainly driven by access and control of good content and direct contact with consumers. With OTT, anyone can reach consumers directly without reliance on a cable or direct television provider or movie theatre company using short content hours and an internet site or app.
- OTT players are increasingly populating the market dominated by free-to-air, direct-to-home (DTH) broadcasting until now. GCC countries are increasingly investing in upgrading technology due to various nations' broadband initiatives to support OTT videos. An increasing number of broadcasting networks such as Starz Play, icflix, Istikana, and Netflix, operating globally and locally, offer subscription-based VOD services for viewers in the region.
- Demand for better streaming media services is expected to be boosted by the growing popularity of high-quality videos in terms of clarity. The main growth driver for global media and entertainment content will also be an increase in OTT service providers, i.e., Netflix and Amazon, focusing on delivering 3D movies and expanding the popularity of 4K UHD content, thus positively impacting market development.

North America to Register the Largest Growth Region During the Forecast Period

- North America's media and entertainment sector, which includes motion pictures, television shows & commercials, streaming content, music and aural recordings, broadcasts, radio or book publishing, and its evolving social media presence in this region, is the world's largest growing industry.
- Digital formats are increasingly becoming a part of media consumption in North America. The possibility of accessing media content of your choice has been made available thanks to the growing number of devices supporting digital and OTT platforms and increasing Internet speed. There has been a tremendous rise in media consumption in the country, with both traditional and digital media growing significantly.
- In the coming years, users will look to home theatre and other audio systems to get a real film experience as they become increasingly interested in watching films through online television services, increasing the studied market segment.
- Internet penetration has disrupted the distribution and consumption channels for digital media. The country's data consumption has increased due to better network coverage and advanced communications technologies like 3G, 4G, or LTE.

Media and Entertainment Industry Overview

The media & entertainment market landscape is highly competitive and consists of prominent players leading across the industry. Regarding market share, some of the major players currently dominate the market. However, with the advancement in

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emerging network technology (5G) across OTT services, new players are increasing their market presence, expanding their business footprint across emerging economies.

In July 2023, Axel Springer SE announced their acquisition of Bayard Advertising. This strategic acquisition combines Appcast's award-winning programmatic technology with Bayard's full-service recruitment marketing capabilities, significantly expanding Appcast's offerings to optimize companies' entire recruitment marketing processes. With the addition of Bayard, The Stepstone Group reinforces its position in the world's largest recruiting market.

In October 2022, Eros International PLC announced a collaboration with the ('MISA') to develop regional investment opportunities and projects. ErosMedia is committed and determined to create and produce content, enabling specialized knowledge transfer and mounting feature films and episodic web series - a whole spectrum content ecosystem enabled for web 3.0. in the region.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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