

## **Australia Media and Entertainment Market Size, Share Analysis and Forecast Report (2025-2034)**

Market Report | 2025-10-25 | 118 pages | EMR Inc.

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### **Report description:**

Based on type, the Australia media and entertainment market share is driven by streaming media. The Australia media and entertainment market is experiencing growth due to streaming media. There has been a significant change in consumer behaviour toward digital media, resulting in a rising preference for streaming services over other media types. This shift offers a diverse array of streaming options across various genres to meet the specific tastes of digital media users. OTT streaming platforms offer accessibility and convenience allowing individuals to access to wide variety of content anywhere, anytime, without any limitations of traditional broadcast schedules which fuels growth in the Australia media and entertainment industry. According to the Australian Bureau of Statistics (ABS), the contribution of the Information, Media, and Telecommunications industry to digital activity in the Australian economy has been estimated to be 31.1% in 2021-22. The significant growth and developments in consumer preferences for digital media platforms and streaming services have been stimulating the Australia media and entertainment market development. From traditional broadcast schedules to interactive gaming, virtual reality and e-sports, music streaming to live streaming has been quickly changing the industry. As per the Australian Bureau of Statistics, the value of total digital activity in the Australian economy increased by 8.6% in 2021-22. "Australia Media and Entertainment Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments: Market Breakup by Type- Print Media??- Newspaper??- Magazines??- Banner, Leaflets and Flyers??- Others- Digital Media??- Television??- Music and Radio??- Electronic Signage??- Mobile Advertising??- Podcasts??- Others- Streaming Media??- OTT Streaming??- Live Streaming Market Breakup by Region- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- Others Australia Media and Entertainment Market Share Digital media has profoundly impacted the media and entertainment market by revolutionising content creation, distribution, and consumption. Digital platforms enable creators to reach global audiences instantly, allowing niche or independent creators to thrive. Streaming services have transformed how consumers access content, offering on-demand viewing across devices without traditional broadcast schedules. Social media has become integral for promotion, audience engagement, and real-time feedback, shaping content trends and viewer preferences. Leading Companies in the Australia Media and Entertainment Market The growth of the media and entertainment market is fuelled by increasing changes in consumer preferences and the growing use of digital media and streaming services.- News Pty Limited- Warner Bros. Entertainment Inc.- The

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