

A background image of a man with a beard wearing a VR headset, looking intently at the virtual world. His hands are visible, interacting with the virtual environment. The lighting is soft and focused on the man's face and the headset.

Global Entertainment

And Media Outlook 2020-2024



Consumer/end-user & advertising spending



5 Year historical & 5 Year forecast data



53 Countries



14 Segments



Books



Music, radio and podcast



Traditional TV and home video



Business-to-business



Newspaper and consumer Magazines



TV advertising



Cinema



OTT video



Video games and esports



Internet access



Out-of-home advertising



Virtual reality



Internet advertising

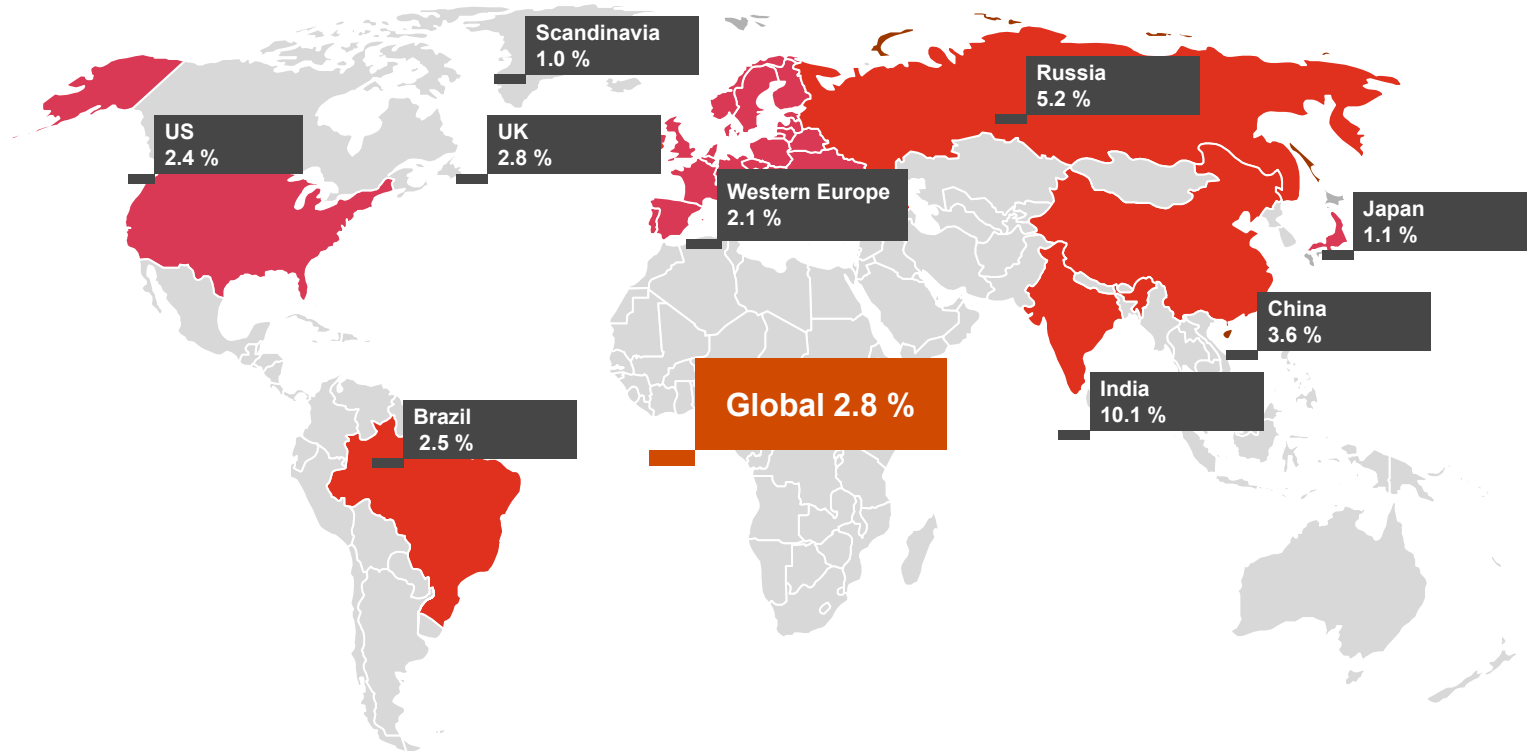


Data consumption

A man wearing headphones is shown in profile, looking towards the left. The scene is dimly lit with vibrant, out-of-focus bokeh lights in shades of blue, red, and orange. The text 'What are the global trends?' is overlaid on the image in white, with each word on a separate orange rectangular background.

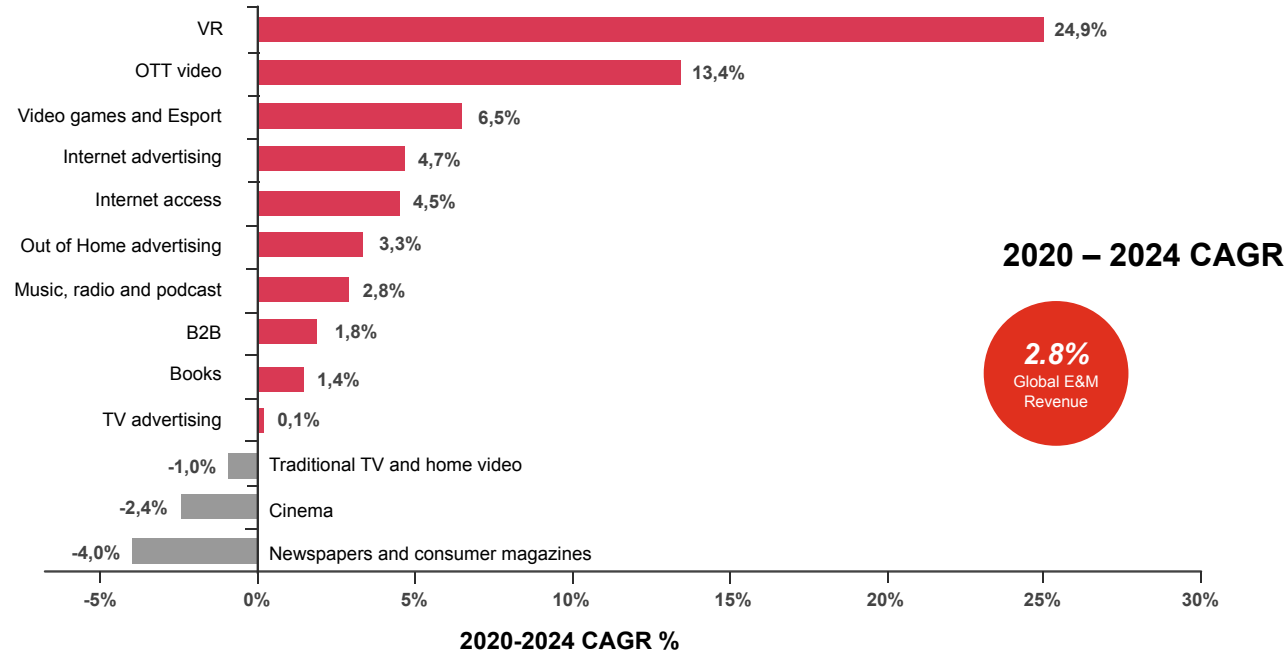
What are the global trends?

Expected global growth in E&M expenditures of 2.8%



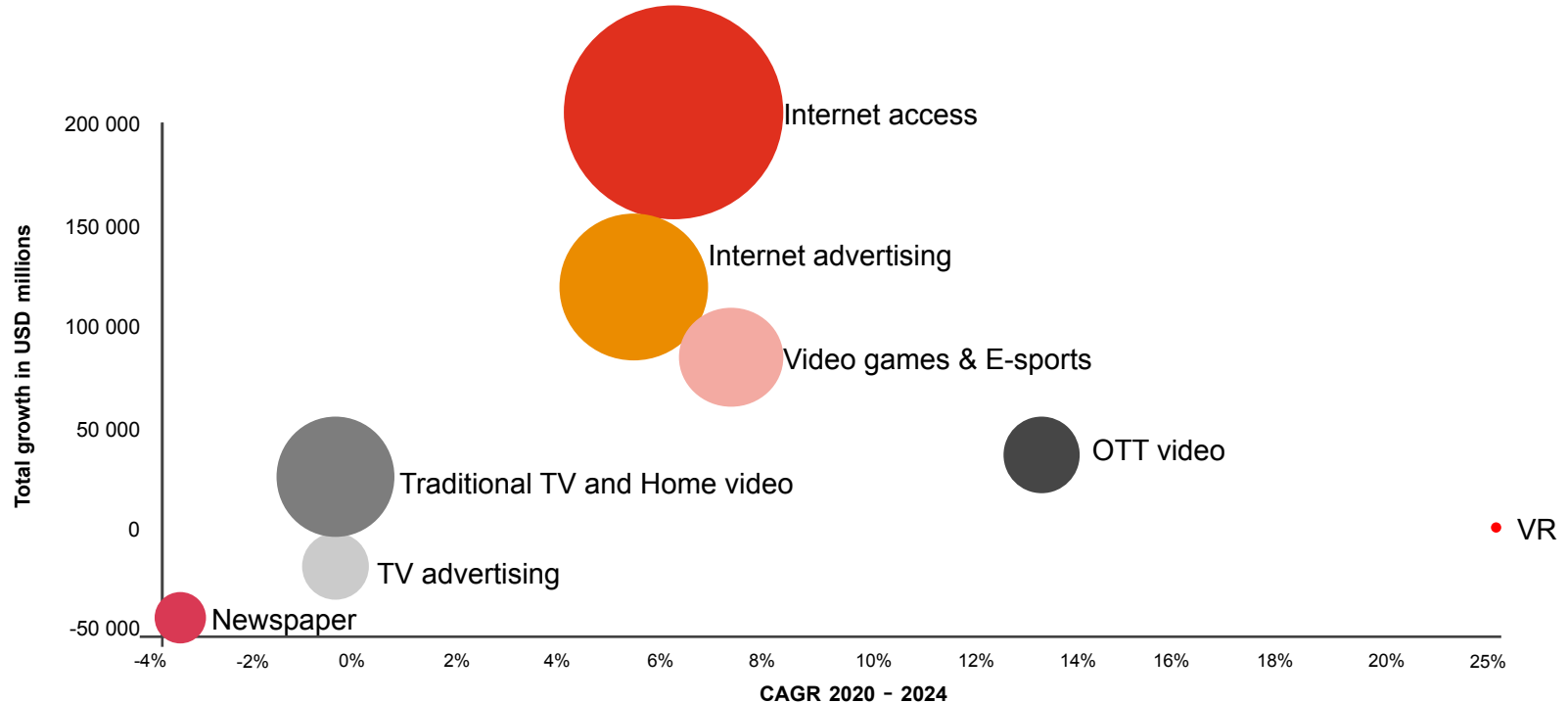
Looking across segments, VR continues to top the list, followed by OTT

Segment CAGR % 2020 - 2024



OTT, video games & E-sports closes in on internet advertising

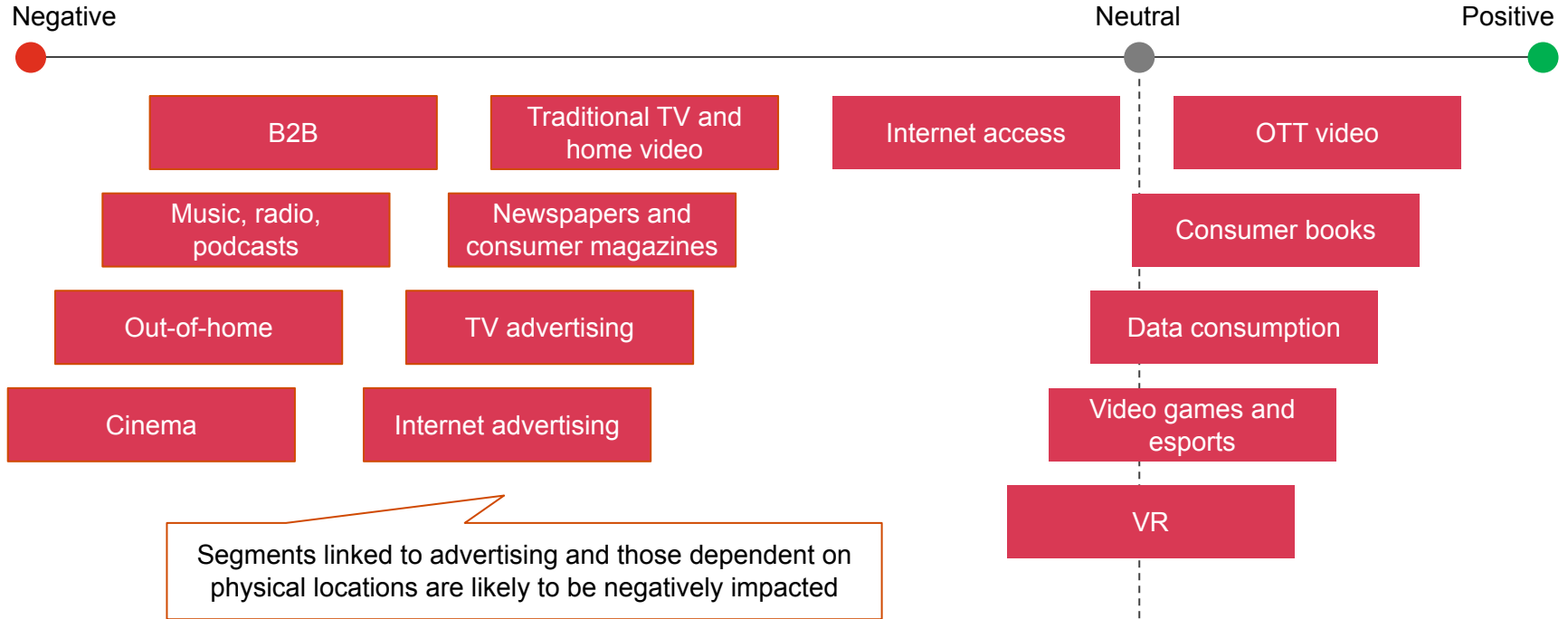
Global revenue growth 2020-2024



“
What are the
Global impacts
of Covid-19?”



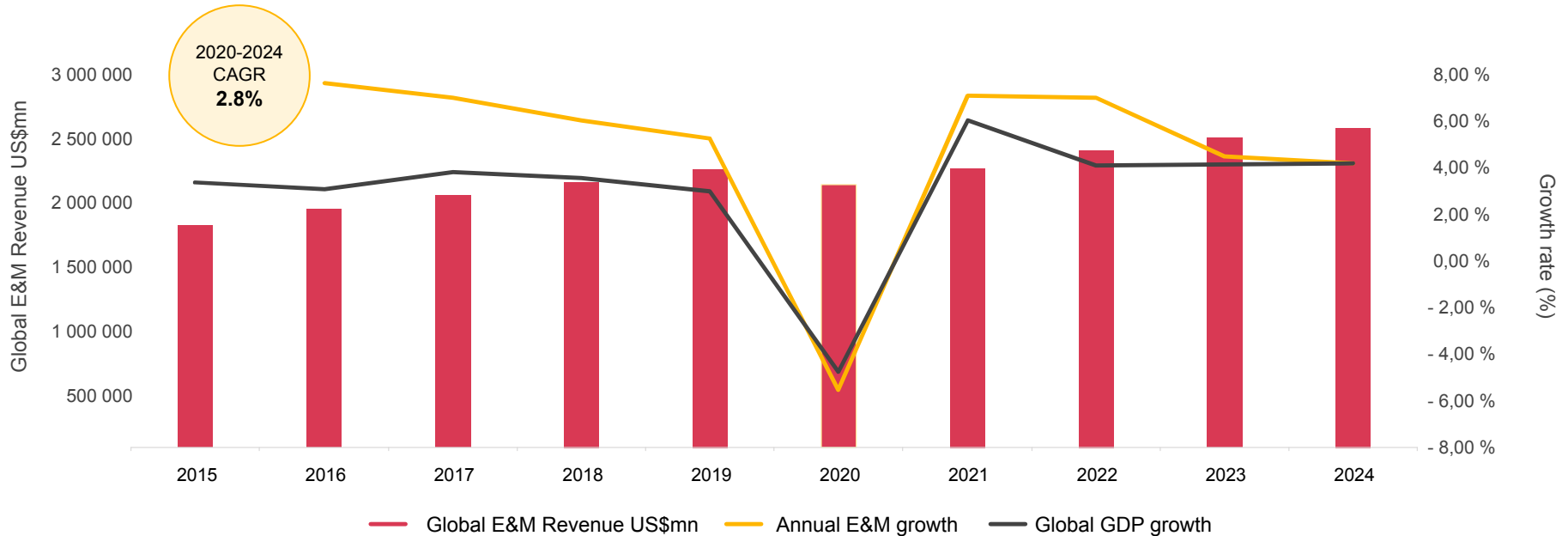
COVID-19's impact on the segments



As the global economy shrinks for the first time since 2009, the US\$2.1tn industry is forecast to contract in 2020 by 5.6%.

Powering ahead

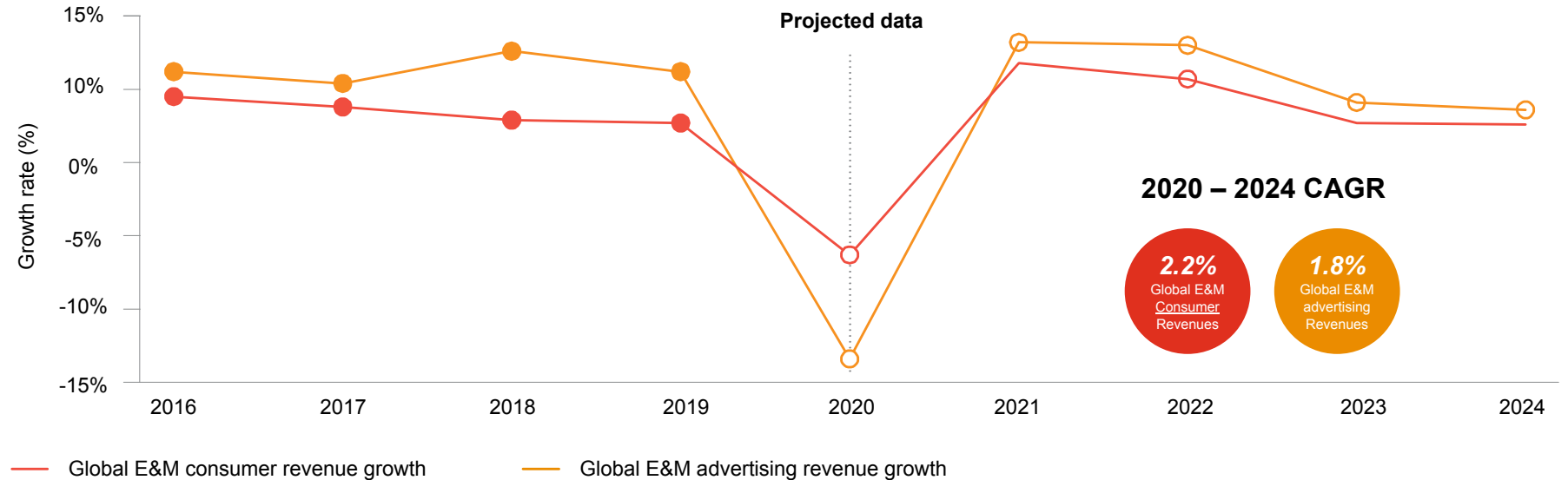
Global E&M revenues recover from a 2020 decline and resume their historic growth trend



Consumer spending trump's advertising

Shifting mix

Advertising spending is projected to be more volatile than consumer spending.



FAANG+ the main reason for stock market rebound during Covid-19

Stock situation

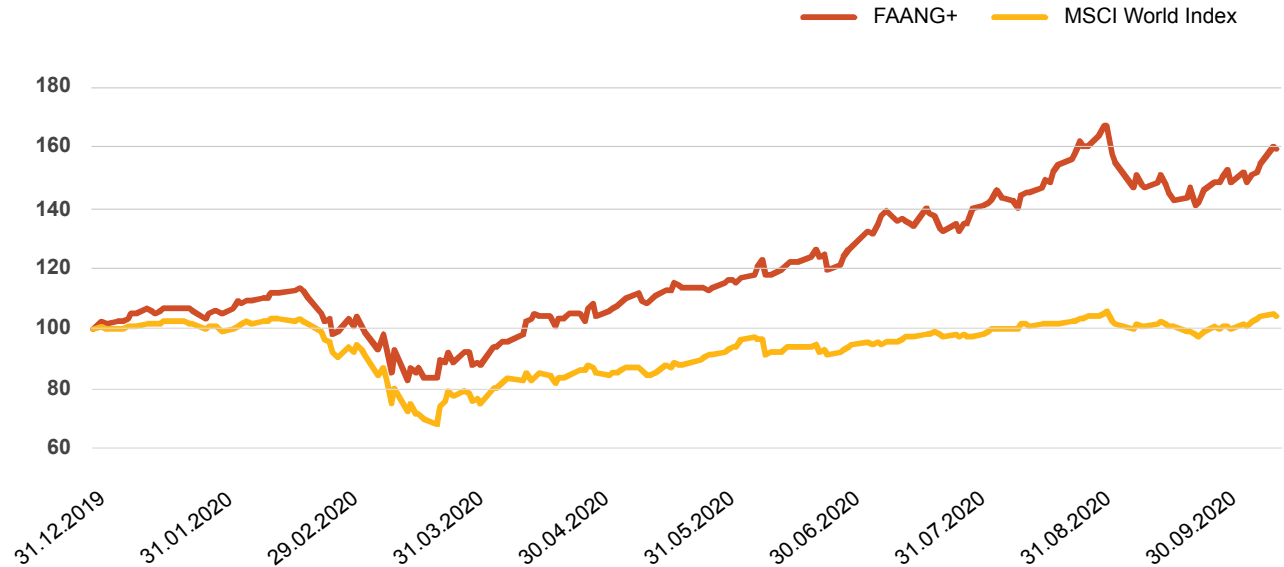
Inconsistency in the market

IT stocks performs good

FAANG+ index driving force



amazon.com[™] Alphabet

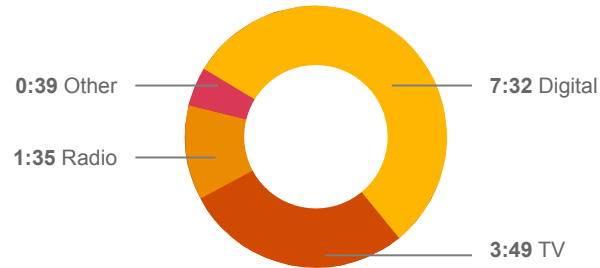


How is the
outlook for the
different segments?

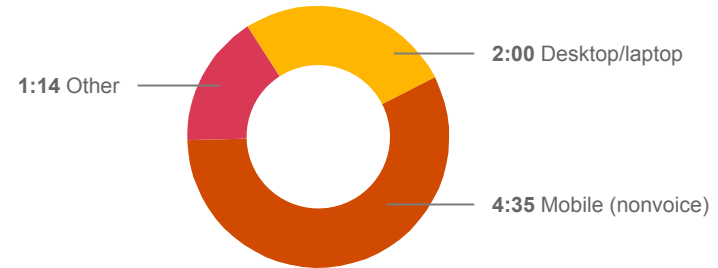


In order to understand how segments perform, it is crucial to look at where attention is going

Total hours per day: 13 hours 35 minute



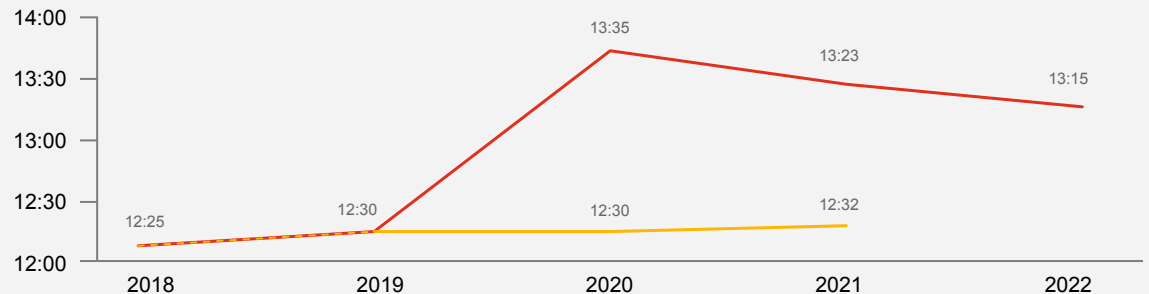
Digital split



How Has the US Average Time Spent with Media Forecast Changed? 2018-2022

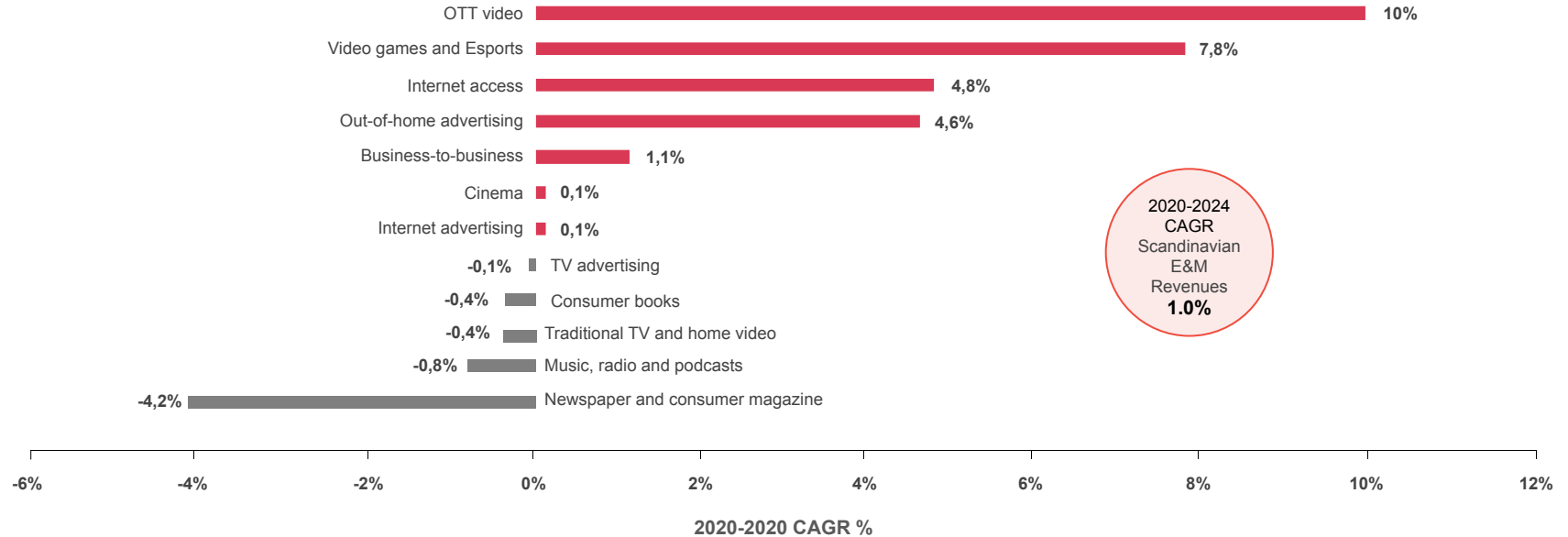
■ November 2019 forecast
■ April 2020 forecast

Source: eMarketer



Looking across segments, OTT video top the list, followed by Video games and Esports

Scandinavian segment CAGR % 2020 - 2024

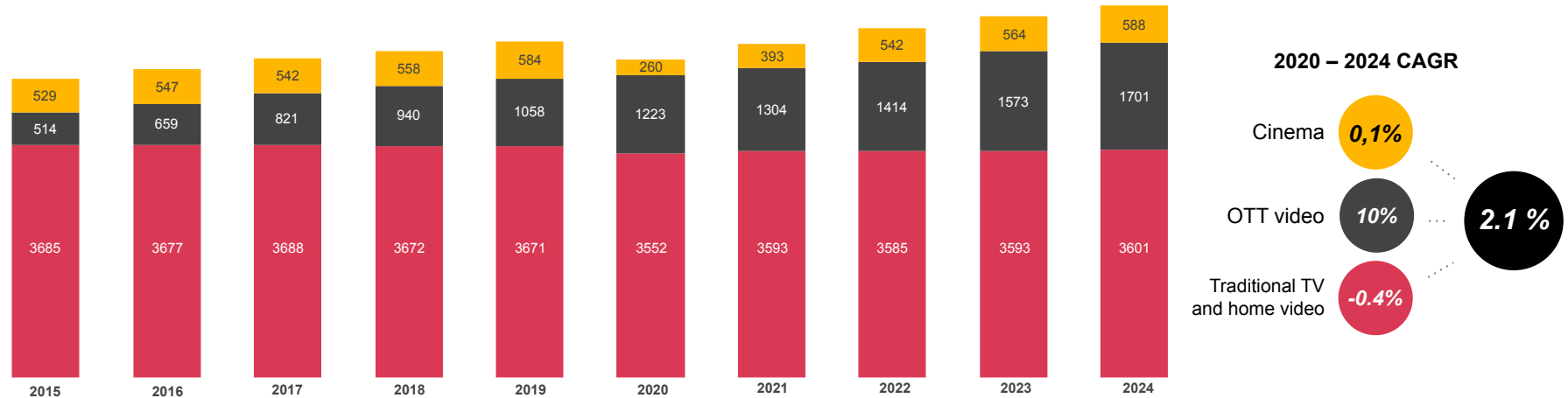


Consumer entertainment



OTT video will drive the growth in the Scandinavian filmed entertainment market

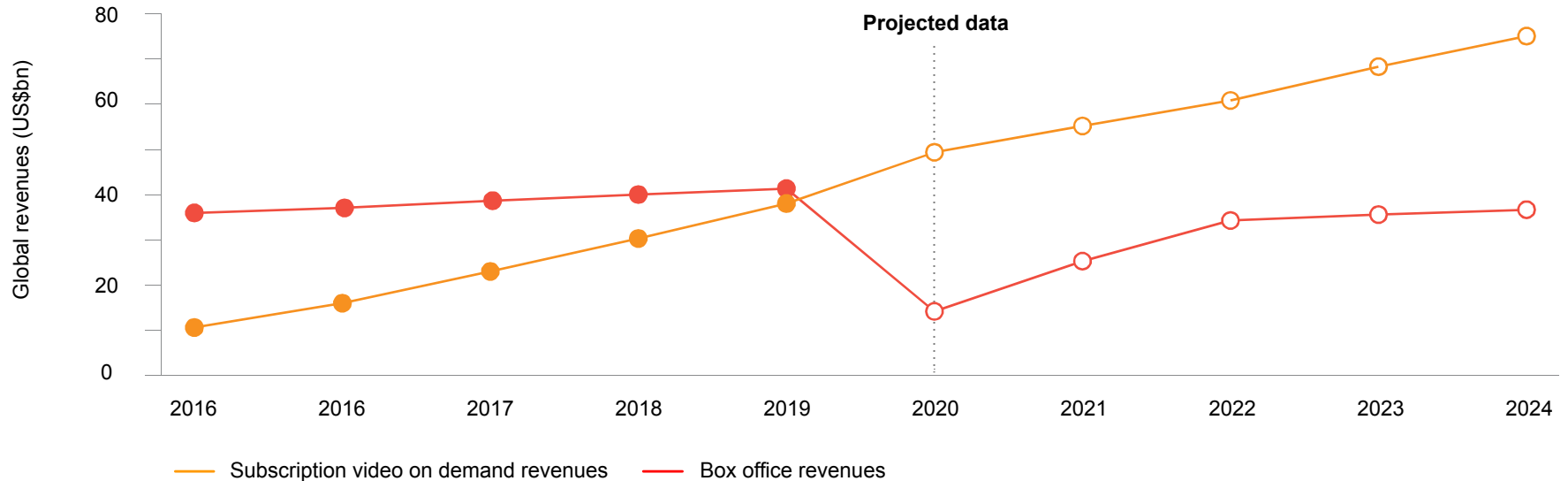
Scandinavian filmed entertainment revenue in US\$mn



Consumer habits can take a lifetime to learn—but just a lockdown to lose

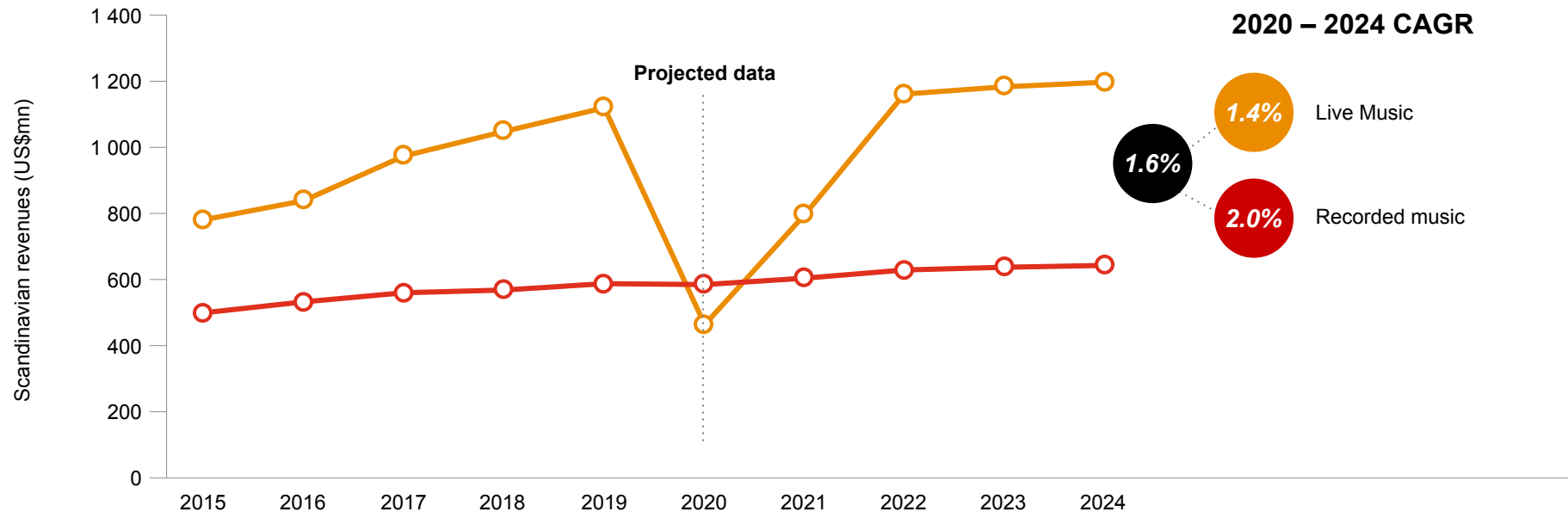
Surging demand for on-demand (global numbers)

Subscription video on demand revenues double box office revenues by 2024.



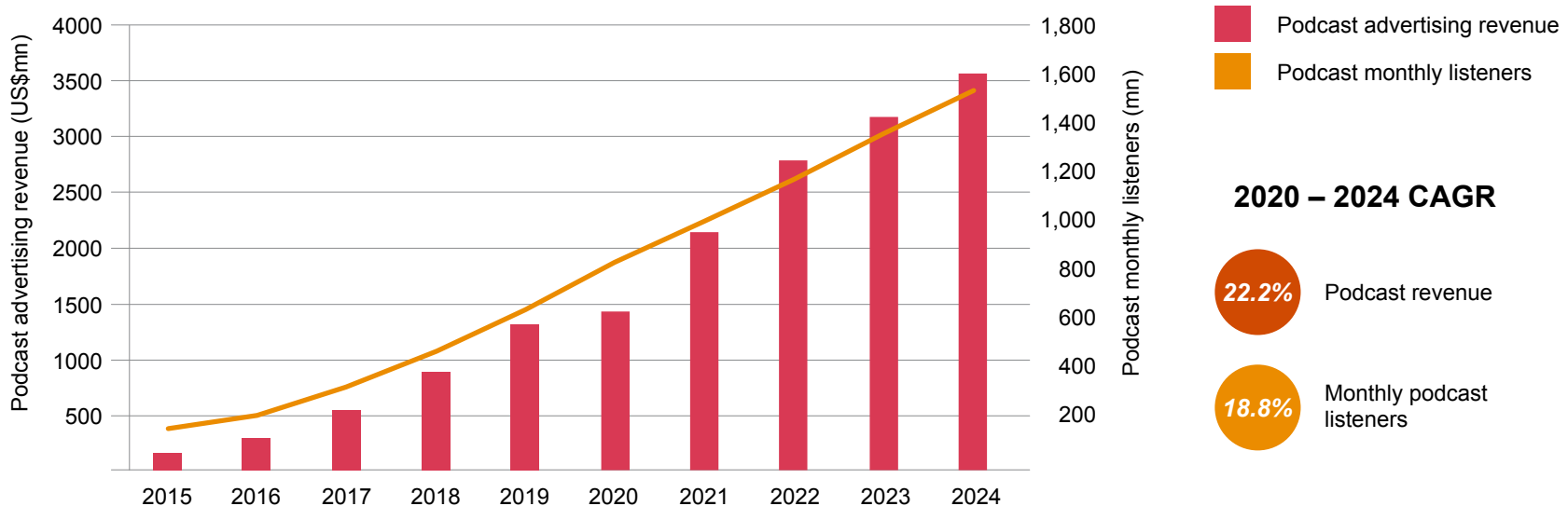
Despite a disruption from the outbreak of COVID-19 the Scandinavian music and radio revenue remains fairly stable

Total music revenue in Scandinavia in us\$m



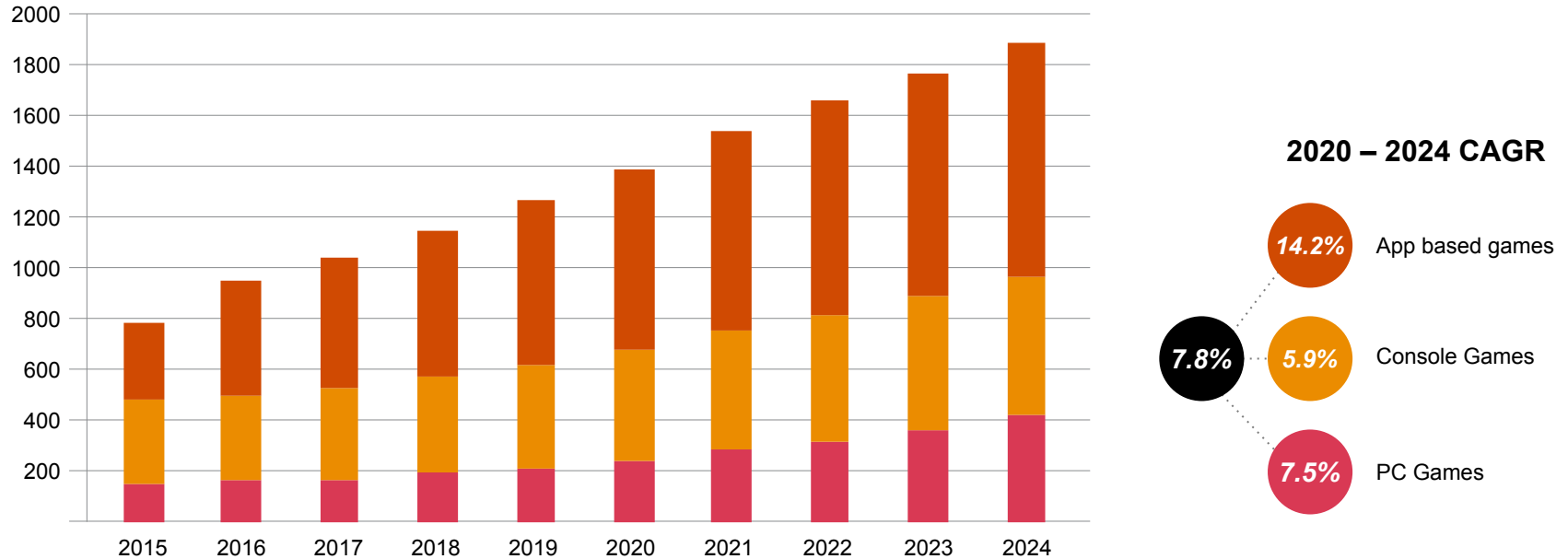
Podcasts remain resilient during COVID-19, with growth in monthly listeners and steady advertising revenue

Global podcast advertising revenue (US\$m) and monthly listeners (mn), 2015-2024



Scandinavian video game industry expected to grow by 7.8%

Scandinavian Video game revenue in 2015-2024 in US\$mn

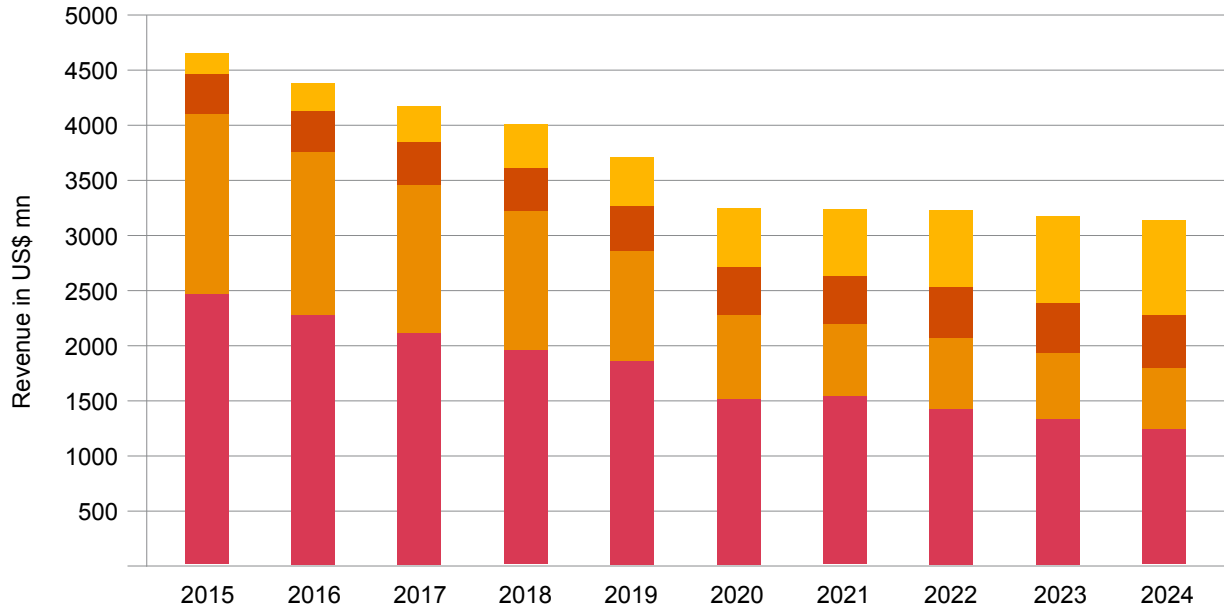


Media & advertising

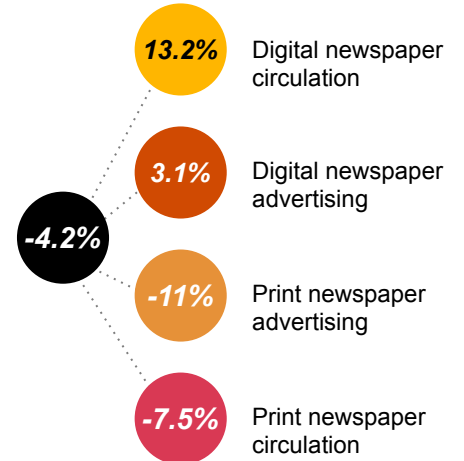
A person is seen from behind, holding a grey remote control in their right hand. They are looking at a television screen in the background. The screen shows a blurred image of a woman with dark hair, wearing a light blue top, with a bright yellow circular graphic element. The overall scene is dimly lit, suggesting an indoor setting at night.

Declining revenue for Scandinavian newspaper segment

Total newspaper revenue in Scandinavia in us\$mn



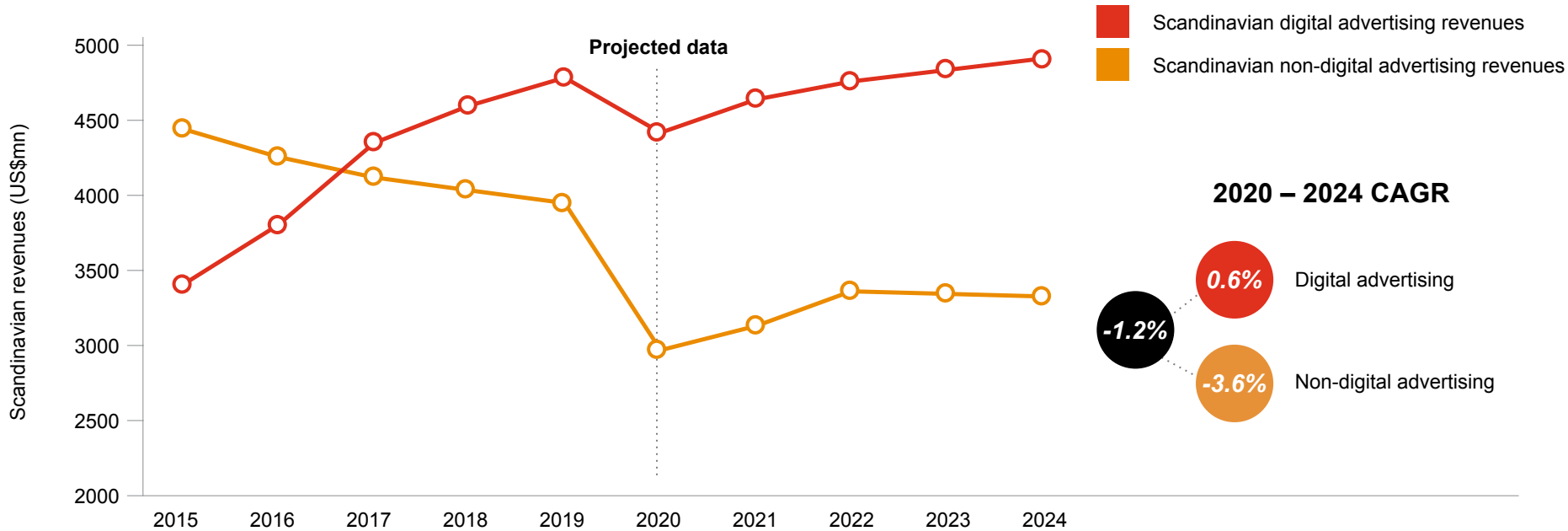
2020 – 2024 CAGR



Scandinavian advertising spending remains sluggish

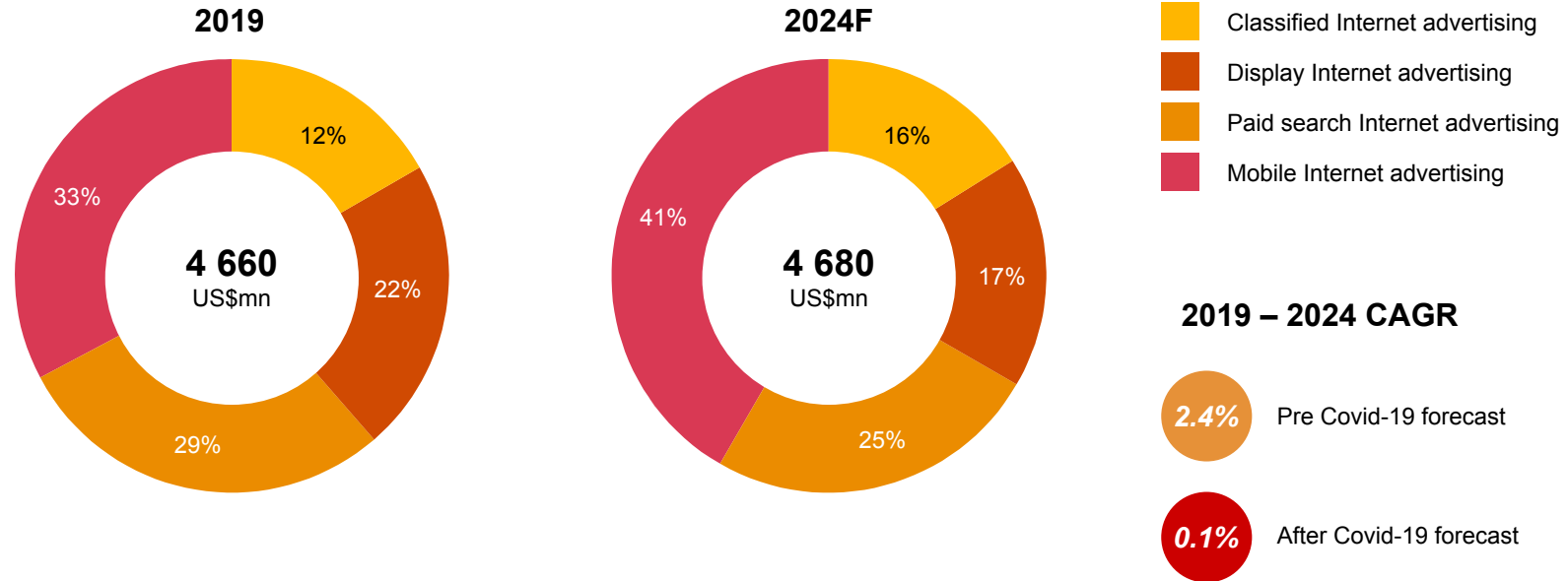
Virtual progress

An increasing share of advertising spending is devoted to digital



Internet advertising is maturing, mobile is taking market shares

Scandinavia internet advertising by sub segment



A hand is pointing at a glowing digital chart on a screen. The chart features multiple lines in various colors (blue, green, red, yellow) and a grid. The background is dark with some blurred light effects.

Reconfiguration

is under way

Technology and infrastructure will pave the way for growth



5G vision for the future of media experiences

By 2025, 45% of the world will be covered by 5G. Connecting more than 1.7bn devices



AI in the home

In 2024, there will be 543mn smart speakers owned in the 20 countries covered in the outlook forecast



Pandemic boosts virtualisation

Advances in infrastructure—including 5G rollouts—may also combine with the effects of COVID-19 to help AR and VR start to realise their long-heralded potential in E&M.



**Find your own
Outlook story online...**

www.pwc.no/outlook

Contact us!



Eivind Nilsen

Partner

952 60 832

eivind.nilsen@pwc.com



Øystein B. Sandvik

Partner

952 60 415

oystein.sandvik@pwc.com

pwc.no

© 2020 PwC. All rights reserved. Not for further distribution without the permission of PwC. "PwC" refers to the network of member firms of PricewaterhouseCoopers International Limited (PwCIL), or, as the context requires, individual member firms of the PwC network. Each member firm is a separate legal entity and does not act as agent of PwCIL or any other member firm. PwCIL does not provide any services to clients. PwCIL is not responsible or liable for the acts or omissions of any of its member firms nor can it control the exercise of their professional judgment or bind them in any way. No member firm is responsible or liable for the acts or omissions of any other member firm nor can it control the exercise of another member firm's professional judgment or bind another member firm or PwCIL in any way.