

# THE SKY IS RISING!

BY floor 64

Contrary to the dire warnings of the legacy entertainment industry players, the market is booming, with ever greater content choices for consumers, more options for creators, and many more opportunities for smart businesses & artists to make money.

THROUGH A DECADE OF ECONOMIC AND TECHNOLOGICAL UPHEAVAL, THE ENTERTAINMENT INDUSTRY **GREW 50%** WHILE CONSUMERS **INCREASED SPENDING** ON ENTERTAINMENT

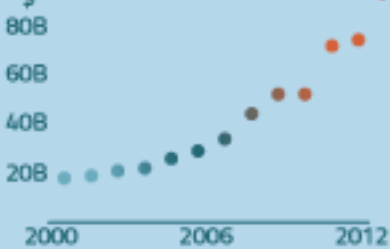
## VIDEO GAMES



### Americans Playing Video Games



### Worldwide Video Game Industry



### US Game Related Companies

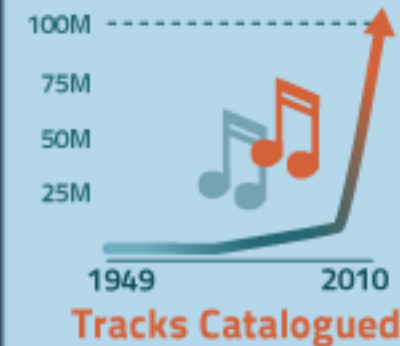


## MUSIC

### Global Industry Value



### Transactions



### US Music Revenue Artists' Share 2002 - 2010

TOTAL: +16% to \$16.7B  
 Live: +32% to \$10.4B  
 Licensing: +37% to \$1.3B  
 Publishing: +12% to \$3.9B

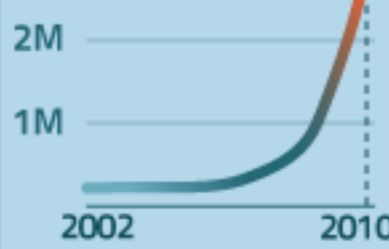
## BOOKS

### Revenues

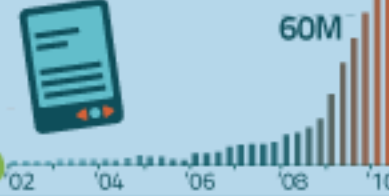
During the biggest recession in 70 years, book publishing revenues grew by 5.6%



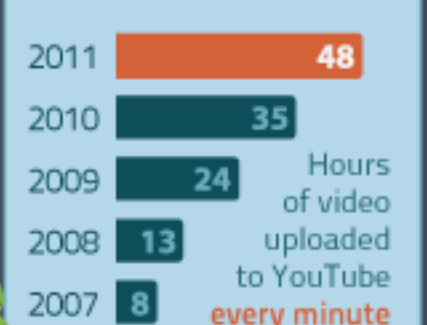
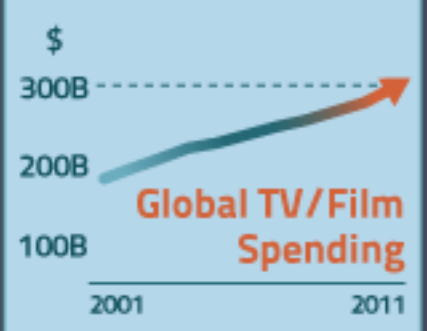
### Book Titles Produced



### eBook Quarterly Revenues



## Film & Video



To promote the **Progress** of Science and useful Arts...

SOURCES: BLS, BookStats, Game Developer Research, Gartner, Gracenote, IBISWorld, iDATE, IDPF, IFPI, ISBN, MPAA, Nielsen SoundScan, Parks Associates, PRS, PwC, Schwann's Catalog, TESA, The UNESCO Institute for Statistics, YouTube.com