

Impact of Technology on Entertainment & Media

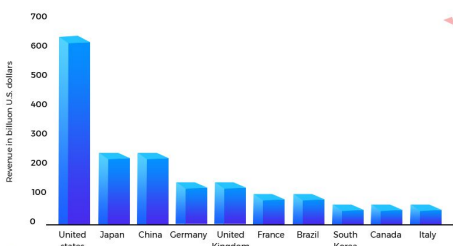
The entertainment and media market is expected to reach a worth of 2.2 trillion U.S. dollars in 2021. Video on demand, content streaming, advertising, streaming solutions and more will likely continue to dominate the scene in a fast-paced industry that changes almost daily.

Top Segments in the Entertainment & Media (E&M) Industry

- Books
- Business-to-business
- Cinema
- Data consumption
- E-sports
- Internet access
- Internet advertising
- Internet video
- Magazines
- Music
- Newspaper
- Out-of-home advertising
- Radio
- Traditional TV and home video
- TV advertising
- Video games
- Virtual reality



Largest Media Markets, ranked by revenue (in billion U.S. dollars)



Drivers of Growth in the Entertainment and Media Industry



Increased Comfort with Technology



Globalization of Technology



Easy Access to Technology



Competitive Advantage Technology

Trends across the Entertainment and Media Industry



Internet Advertising

Mobile advertising will account for 75% of internet advertising revenue with total revenue predicted around 116 billion.



Video Games and e-sports

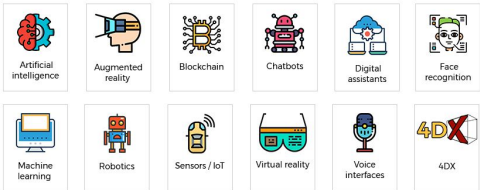
Video game revenue will reach \$29 billion by 2021, more than double 2012 revenue of \$14 billion.



Virtual Reality Revolution

Consumer content is expected to grow from 421 million in 2016 to 5 billion in 2021.

Emerging Technologies transforming the Entertainment & Media Industry



Opportunities for Growth in 2018



Emergence of vMVPDs

Virtual multichannel video programming distributors (vMVPDs) like DirectTV Now, Sling TV, and YouTube TV.



Streamlined Solutions

A million US viewers replaced their multichannel subscription services with more streamlined solutions.



Targeted Advertising

Data analytics and personalization. Look for media and entertainment companies to start augmenting customer information with social media.



Dominance of virtual and augmented reality

These technologies will gain traction for their ability to enhance storytelling as media companies seek to differentiate their content.

Key Technology Areas



4K video

4K TVs enter the home for every viewing experience match.



Autonomous vehicles

AVs will soon emerge as powerful media-delivery devices.



5G wireless

Leverage technology to maximize the power of 5G.



Data Sources:

- <https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/media-and-entertainment-industry-outlook-trends.html#f-utlwidth-scc-2->
- <https://www.statista.com/statistics/237748/value-of-the-global-entertainment-and-media-market/>
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