

# *PwC's Entertainment & Media Outlook*

## *2017 to 2021 – UX is the King*



A busy street scene at night, likely in an Asian city, with people walking and shopping. The scene is illuminated by streetlights and colorful signs. A white text box is overlaid on the center of the image.

# ***Global entertainment and media outlook, 2017 – 2021***

*A five-year economic forecast for industry revenue, ad spending and internet access*

# Overview: Global Entertainment & Media Outlook

Consumer/end-user & advertising spending

5 year historic & 5 year forecast data

54 Countries

16 segments

## Access



Internet access

## Read



Books

B2B

Magazines

Newspapers

OOH

## Watch



Box office

Traditional TV & video

Public fees  
Physical home TV Subs

Internet video

SVOD  
TVOD

TV advertising

Internet advertising

Wired  
Mobile

## Listen



Music

Radio

## Play

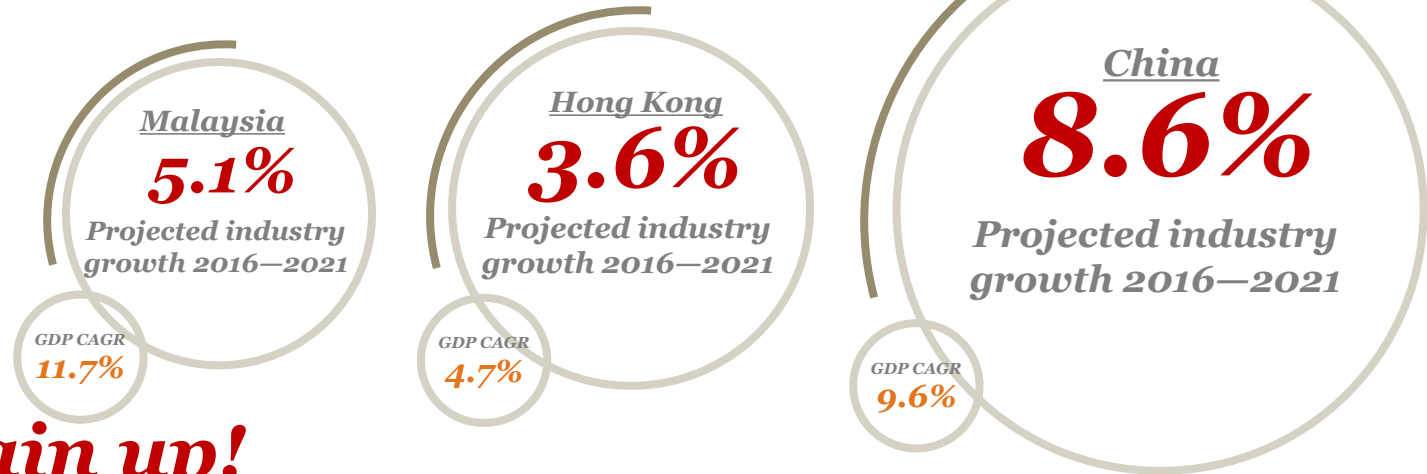


**New!** eSports

Video games

**New!** Virtual reality

# E&M Outlook – Advertising

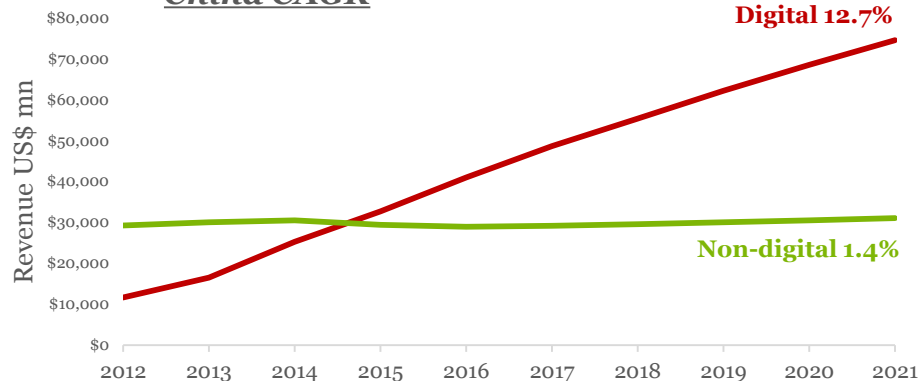


***Curtain up!***  
***User experience takes center stage***

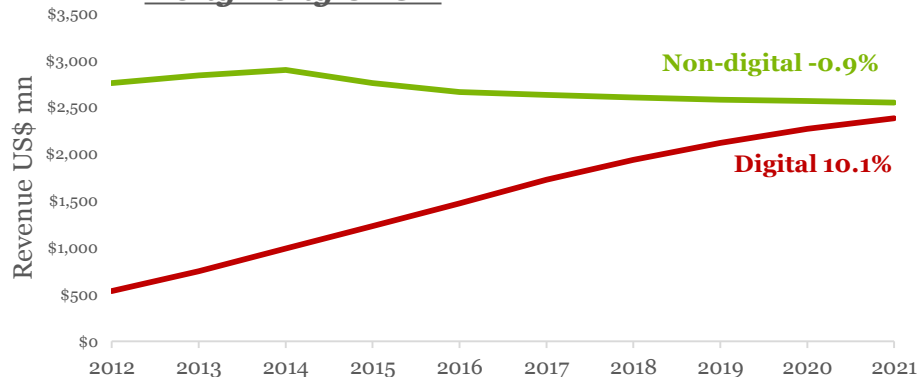


# Digital vs non digital (Ad Spend)

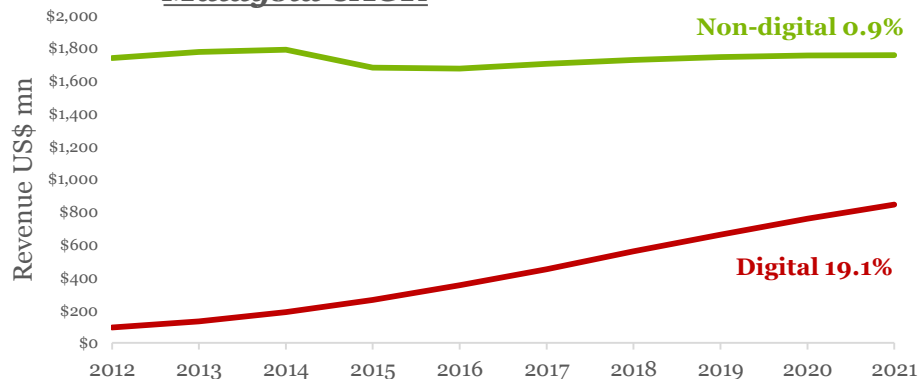
## China CAGR



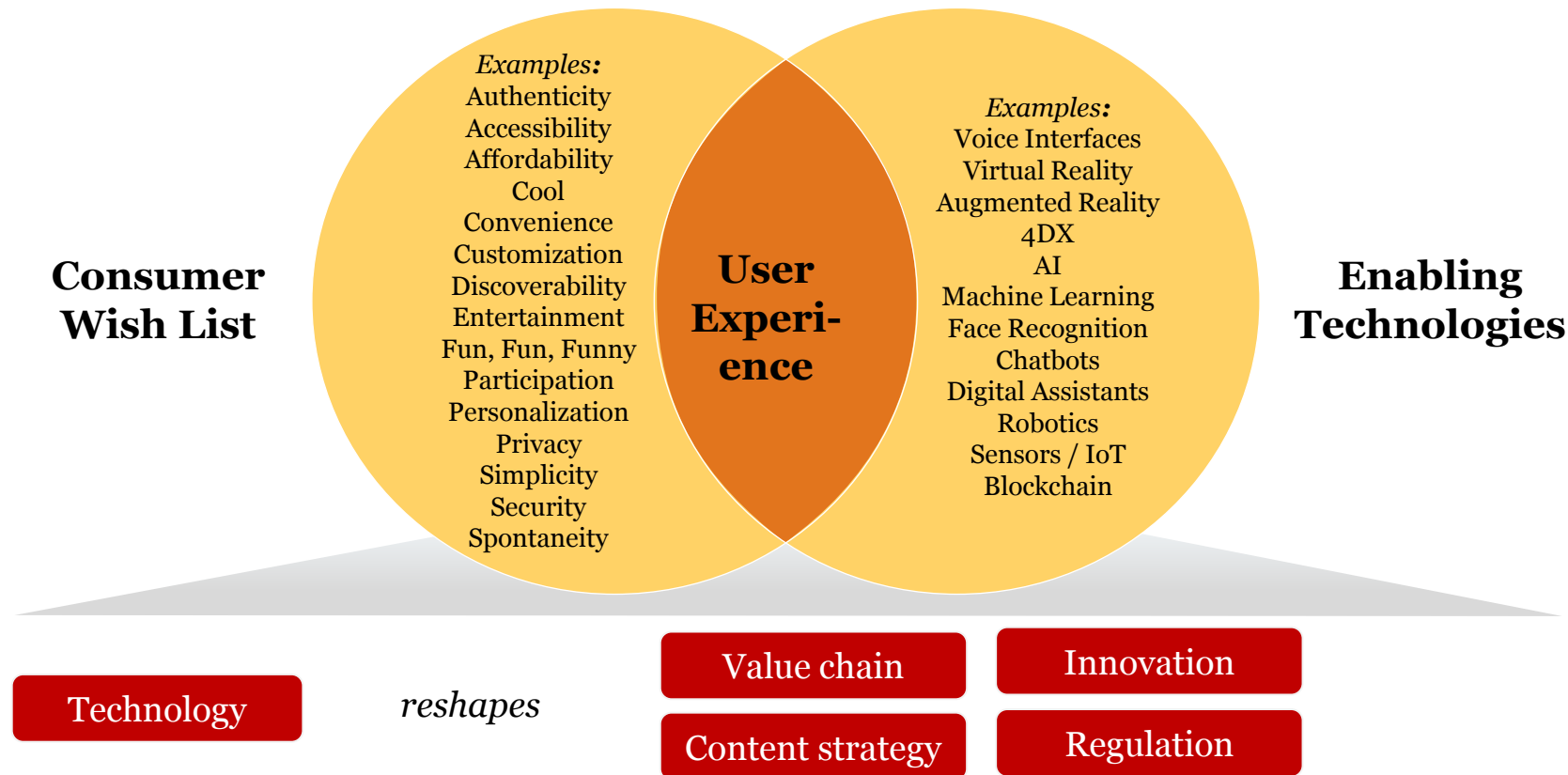
## Hong Kong CAGR



## Malaysia CAGR



# Move over, Content. Move over, Distribution. UX is King



# Little Socium Integrated Design



