

Media & Entertainment Venture Capital in the US

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Abstracts

Media & Entertainment Venture Capital

Tuning in

A shift in the way media is consumed has triggered increased interest in providing funding for ventures in the media and entertainment space. Consumers have broadly shifted away from engaging in traditional media (television, newspapers and radio) to digital entertainment (online, mobile and social media), changing the way new media companies conduct business. With this shift, venture-capital companies have dedicated more funds to new media ventures as many consumers switch over to the digital media sector and engage in more digital content. As these trends continue and the economy recovers, the industry is forecast to improve substantially in the coming years.

This industry comprises establishments and individuals that act as principals in the buying or selling of financial contracts. Principals are investors who buy or sell for their own account, rather than on behalf of clients. Venture capital is the primary funding source for new entertainment companies.

This report covers the scope, size, disposition and growth of the industry including the key sensitivities and success factors. Also included are five year industry forecasts, growth rates and an analysis of the industry key players and their market shares.

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