

Digital Content Economy: GAFA Seizing Control

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Abstracts

This study focuses on how the five major content industries – music, video, books, video games and the press – are evolving in an age of dematerialisation of content consumption and distribution.

It analyses how consumption patterns are evolving and what impact they are having on the business models of these industries.

It measures revenue growth in these sectors, how revenue is distributed between the physical and dematerialised spheres, and revenue share from paid and free services. Market forecasts for 2022 are also provided.

The study examines the role of free, subscription and transactional services in the sector's digital business models and compares the differences between industries.

It also looks at the positioning of GAFA in an environment that is now widely dematerialised.

DATASET SCOPE

Publishing

Revenues

Total revenues

Book sales revenues

e-book sales revenues

Subscription services revenues

Dematerialisation rate of the market in value

Music

Revenues

Total revenues

Sales revenues from albums and singles on physical media

Sales revenues from music files

Subscription services revenues

Ad revenues from music streaming and music video platforms

Dematerialisation rate of the market in value

Video games

Revenues

Total revenues

Sales revenues from software on physical media

Sales revenues from dematerialised software

Subscription services revenues

Dematerialisation rate of the market in value

Video

Revenues

Total revenues

Sales and rentals revenues from titles on physical media

Sales and rentals revenues from dematerialised titles

Subscription services revenues

Ad revenues from online video services (except YouTube and equivalents)

Dematerialisation rate of the market in value

Press

Revenues

Total revenues

Sales and rentals revenues from titles on physical media

Sales and rentals revenues from dematerialised titles

Subscription services revenues

Dematerialisation rate of the market in value

Demographic indicators

Number of households

Growth rate

General Economy

Number of households

Exchange rate

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