

# Online Entertainment Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global online entertainment market size reached US\$ 367.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,203.9 Billion by 2028, exhibiting a growth rate (CAGR) of 20.57% during 2023-2028.

The concept of online entertainment refers to accessing material over the internet, such as music, movies, and web shows. There are currently more entertainment services available online, which provides users with a greater selection of content. The most common online entertainment sources include video streaming, music streaming, video chat communication, and multi-player gaming. In addition to this, this form of entertainment also involves entertainment interactive functions and content, such as social networking services, graph management, forums, geolocation reviews, and ratings. As a result, users can choose from a wide range of easily accessible material, which is mostly free and low-priced. Entertainment over the internet has gained significant traction due to the immense popularity of on-demand content and OTT platforms.

### Online Entertainment Market Trends:

The market is majorly driven by the continual technological advancements in smart devices providing enhanced visual and listening experiences to the users. This can be attributed to a considerable increase in the penetration of smartphones among the masses. In addition to this, the widespread adoption of internet-enabled smart devices, including smart TVs, laptops, desktops, and smart projectors, have led to an increased demand for online entertainment content, thus fueling the market. Moreover, the easy availability of internet service at affordable prices, along with the growing data tariffs, are providing an impetus to the market growth. The market is further propelled by the

rapid digitization in the media and entertainment sector. Apart from this, the rising popularity of OTT platform subscriptions and the escalating number of OTT application downloads are creating a positive market outlook. Some of the other factors contributing to the market include the increasing size of touchscreen displays, the expanding expenditure on digital advertisements, the emergence of high-speed 5G internet, inflating disposable income levels and extensive research and development (R&D) activities conducted by the key players.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global online entertainment market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on form, revenue model and device.

#### Breakup by Form:

- Video
- Audio
- Games
- Internet Radio
- Others

#### Breakup by Revenue Model:

- Subscription
- Advertisement
- Sponsorship
- Others

#### Breakup by Device:

- Smartphones
- Smart TVs, Projectors and Monitors
- Laptop, Desktop and Tablets
- Others

#### Breakup by Region:

- North America

United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Amazon Web Services Inc. (Amazon.com Inc.), Charter Communications Inc., Comcast Corporation, Google LLC (Alphabet Inc.), King.com Limited (Activision Blizzard Inc.), Meta Platforms Inc., Netflix Inc., Rakuten Group Inc., Sony Pictures Networks India Pvt. Ltd. (Sony Corporation), Spotify AB, The Walt Disney Company and Ubisoft Entertainment SA.

#### Key Questions Answered in This Report

1. What was the size of the global online entertainment market in 2022?
2. What is the expected growth rate of the global online entertainment market during 2023-2028?
3. What are the key factors driving the global online entertainment market?
4. What has been the impact of COVID-19 on the global online entertainment market?

5. What is the breakup of the global online entertainment market based on the form?
6. What is the breakup of the global online entertainment market based on the revenue model?
7. What is the breakup of the global online entertainment market based on the device?
8. What are the key regions in the global online entertainment market?
9. Who are the key players/companies in the global online entertainment market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

- 4.1 Overview
- 4.2 Key Industry Trends

### **5 GLOBAL ONLINE ENTERTAINMENT MARKET**

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

### **6 MARKET BREAKUP BY FORM**

- 6.1 Video
  - 6.1.1 Market Trends
  - 6.1.2 Market Forecast
- 6.2 Audio
  - 6.2.1 Market Trends
  - 6.2.2 Market Forecast
- 6.3 Games

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Internet Radio
  - 6.4.1 Market Trends
  - 6.4.2 Market Forecast
- 6.5 Others
  - 6.5.1 Market Trends
  - 6.5.2 Market Forecast

## **7 MARKET BREAKUP BY REVENUE MODEL**

- 7.1 Subscription
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Advertisement
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Sponsorship
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Others
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast

## **8 MARKET BREAKUP BY DEVICE**

- 8.1 Smartphones
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Smart Tvs, Projectors and Monitors
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast
- 8.3 Laptop, Desktop and Tablets
  - 8.3.1 Market Trends
  - 8.3.2 Market Forecast
- 8.4 Others
  - 8.4.1 Market Trends
  - 8.4.2 Market Forecast

## 9 MARKET BREAKUP BY REGION

### 9.1 North America

#### 9.1.1 United States

##### 9.1.1.1 Market Trends

##### 9.1.1.2 Market Forecast

#### 9.1.2 Canada

##### 9.1.2.1 Market Trends

##### 9.1.2.2 Market Forecast

### 9.2 Asia-Pacific

#### 9.2.1 China

##### 9.2.1.1 Market Trends

##### 9.2.1.2 Market Forecast

#### 9.2.2 Japan

##### 9.2.2.1 Market Trends

##### 9.2.2.2 Market Forecast

#### 9.2.3 India

##### 9.2.3.1 Market Trends

##### 9.2.3.2 Market Forecast

#### 9.2.4 South Korea

##### 9.2.4.1 Market Trends

##### 9.2.4.2 Market Forecast

#### 9.2.5 Australia

##### 9.2.5.1 Market Trends

##### 9.2.5.2 Market Forecast

#### 9.2.6 Indonesia

##### 9.2.6.1 Market Trends

##### 9.2.6.2 Market Forecast

#### 9.2.7 Others

##### 9.2.7.1 Market Trends

##### 9.2.7.2 Market Forecast

### 9.3 Europe

#### 9.3.1 Germany

##### 9.3.1.1 Market Trends

##### 9.3.1.2 Market Forecast

#### 9.3.2 France

##### 9.3.2.1 Market Trends

##### 9.3.2.2 Market Forecast

#### 9.3.3 United Kingdom

- 9.3.3.1 Market Trends
- 9.3.3.2 Market Forecast
- 9.3.4 Italy
  - 9.3.4.1 Market Trends
  - 9.3.4.2 Market Forecast
- 9.3.5 Spain
  - 9.3.5.1 Market Trends
  - 9.3.5.2 Market Forecast
- 9.3.6 Russia
  - 9.3.6.1 Market Trends
  - 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

## **11 VALUE CHAIN ANALYSIS**



## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## **14 COMPETITIVE LANDSCAPE**

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
  - 14.3.1 Amazon Web Services Inc. (Amazon.com Inc.)
    - 14.3.1.1 Company Overview
    - 14.3.1.2 Product Portfolio
    - 14.3.1.3 SWOT Analysis
  - 14.3.2 Charter Communications Inc.
    - 14.3.2.1 Company Overview
    - 14.3.2.2 Product Portfolio
    - 14.3.2.3 Financials
    - 14.3.2.4 SWOT Analysis
  - 14.3.3 Comcast Corporation
    - 14.3.3.1 Company Overview
    - 14.3.3.2 Product Portfolio
    - 14.3.3.3 Financials
    - 14.3.3.4 SWOT Analysis
  - 14.3.4 Google LLC (Alphabet Inc.)
    - 14.3.4.1 Company Overview
    - 14.3.4.2 Product Portfolio
    - 14.3.4.3 Financials
    - 14.3.4.4 SWOT Analysis
  - 14.3.5 King.com Limited (Activision Blizzard Inc.)
    - 14.3.5.1 Company Overview
    - 14.3.5.2 Product Portfolio
  - 14.3.6 Meta Platforms Inc.

- 14.3.6.1 Company Overview
- 14.3.6.2 Product Portfolio
- 14.3.6.3 Financials
- 14.3.6.4 SWOT Analysis
- 14.3.7 Netflix Inc.
  - 14.3.7.1 Company Overview
  - 14.3.7.2 Product Portfolio
  - 14.3.7.3 Financials
  - 14.3.7.4 SWOT Analysis
- 14.3.8 Rakuten Group Inc.
  - 14.3.8.1 Company Overview
  - 14.3.8.2 Product Portfolio
  - 14.3.8.3 Financials
  - 14.3.8.4 SWOT Analysis
- 14.3.9 Sony Pictures Networks India Pvt. Ltd. (Sony Corporation)
  - 14.3.9.1 Company Overview
  - 14.3.9.2 Product Portfolio
- 14.3.10 Spotify AB
  - 14.3.10.1 Company Overview
  - 14.3.10.2 Product Portfolio
- 14.3.11 The Walt Disney Company
  - 14.3.11.1 Company Overview
  - 14.3.11.2 Product Portfolio
  - 14.3.11.3 Financials
  - 14.3.11.4 SWOT Analysis
- 14.3.12 Ubisoft Entertainment SA
  - 14.3.12.1 Company Overview
  - 14.3.12.2 Product Portfolio
  - 14.3.12.3 Financials
  - 14.3.12.4 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Online Entertainment Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Online Entertainment Market Forecast: Breakup by Form (in Million US\$), 2023-2028

Table 3: Global: Online Entertainment Market Forecast: Breakup by Revenue Model (in Million US\$), 2023-2028

Table 4: Global: Online Entertainment Market Forecast: Breakup by Device (in Million US\$), 2023-2028

Table 5: Global: Online Entertainment Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Online Entertainment Market: Competitive Structure

Table 7: Global: Online Entertainment Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Online Entertainment Market: Major Drivers and Challenges

Figure 2: Global: Online Entertainment Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Online Entertainment Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 4: Global: Online Entertainment Market: Breakup by Form (in %), 2022

Figure 5: Global: Online Entertainment Market: Breakup by Revenue Model (in %), 2022

Figure 6: Global: Online Entertainment Market: Breakup by Device (in %), 2022

Figure 7: Global: Online Entertainment Market: Breakup by Region (in %), 2022

Figure 8: Global: Online Entertainment (Video) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Online Entertainment (Video) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Online Entertainment (Audio) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Online Entertainment (Audio) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Online Entertainment (Games) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Online Entertainment (Games) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Online Entertainment (Internet Radio) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Online Entertainment (Internet Radio) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Online Entertainment (Other Forms) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Online Entertainment (Other Forms) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Online Entertainment (Subscription) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Online Entertainment (Subscription) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Online Entertainment (Advertisement) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Online Entertainment (Advertisement) Market Forecast: Sales Value

(in Million US\$), 2023-2028

Figure 22: Global: Online Entertainment (Sponsorship) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Online Entertainment (Sponsorship) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Online Entertainment (Other Revenues) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Online Entertainment (Other Revenues) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Online Entertainment (Smartphones) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Online Entertainment (Smartphones) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Online Entertainment (Smart TVs, Projectors and Monitors) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Online Entertainment (Smart TVs, Projectors and Monitors) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Online Entertainment (Laptop, Desktop and Tablets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Online Entertainment (Laptop, Desktop and Tablets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Online Entertainment (Other Devices) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Online Entertainment (Other Devices) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: North America: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: North America: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: United States: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: United States: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Canada: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Canada: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: Asia-Pacific: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: Asia-Pacific: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: China: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: China: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Japan: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Japan: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: India: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: India: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: South Korea: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: South Korea: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Australia: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Australia: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Indonesia: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Indonesia: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Others: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Others: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Europe: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Europe: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Germany: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Germany: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: France: Online Entertainment Market: Sales Value (in Million US\$), 2017 &

2022

Figure 61: France: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: United Kingdom: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: United Kingdom: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Italy: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Italy: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Spain: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Spain: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Russia: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Russia: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Others: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Others: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Latin America: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Latin America: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Brazil: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Brazil: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Mexico: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Mexico: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Others: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Others: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Middle East and Africa: Online Entertainment Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Middle East and Africa: Online Entertainment Market: Breakup by Country (in %), 2022

Figure 82: Middle East and Africa: Online Entertainment Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Global: Online Entertainment Industry: SWOT Analysis

Figure 84: Global: Online Entertainment Industry: Value Chain Analysis

Figure 85: Global: Online Entertainment Industry: Porter's Five Forces Analysis



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