

Global Media & Entertainment Industry Analysis 2012-2017: Industry Trend, Profit and Forecast Analysis, February 2012

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Abstracts

After weathering the storm brought on by the worldwide financial crisis, the global media and entertainment industry is poised to take center stage again. The market holds significant opportunities for industry players and is forecast to reach approximately US \$1,289 billion in 2017 with a CAGR of 5% during 2012–2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the global media and entertainment market and presents its findings in “Global Media and Entertainment Industry 2012–2017: Trend, Profit, and Forecast Analysis.”

The media and entertainment industry comprises the creation, aggregation, and distribution of content, news and information, advertising, and entertainment through various media channels and platforms. As the study details, the market is highly fragmented, with North America dominating the industry. Asia Pacific (APAC), Latin America, and the Middle East are anticipated to develop rapidly, with APAC witnessing the highest growth during 2012–2017.

Lucintel’s research indicates increasing disposable income and an improved economy would boost demand for entertainment products. Rising online distribution of content and video games should stimulate end-user spending. Factors such as consumer income levels, advertiser spending, technological innovations, and government regulations are expected to impact industry dynamics. The growing dominance of Internet-based entertainment is anticipated to lead to double-digit growth in Internet advertising and account for 10% of overall industry growth during the next six years.

Lucintel's report is a cost-effective tool that presents the key aspects of the media industry on an annual and quarterly basis, providing the most current analysis of the market for confident and timely decision making. The report tracks four industry segments across North America, Europe, APAC, and Rest of World; thus, it tracks 16 segments of the media and entertainment industry. This report does not include advertising agencies.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global media and entertainment industry. In a fast-paced ever-changing world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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