

# **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.

## Contents

- 1. EXECUTIVE SUMMARY**
- 2. INDUSTRY DEFINITION AND SCOPE**
- 3. INDUSTRY OVERVIEW**
- 4. GLOBAL MACROECONOMIC OVERVIEW**
- 5. INDUSTRY TRENDS**
- 6. INDUSTRY FORECASTS**
- 7. EMERGING TRENDS**
- 8. CONCLUSIONS**

## List Of Figures

### LIST OF FIGURES

#### CHAPTER 3. Industry Overview

Figure 3.1: External forces shaping global media & entertainment industry

#### CHAPTER 4. Global Macroeconomic Overview

Figure 4.1: Global GDP growth rate trend

Figure 4.2: Global inflation rate trend

Figure 4.3: Global population growth rate trend

Figure 4.4: Global unemployment rate trend

Figure 4.5: Regional GDP growth rate trend

Figure 4.6: Regional inflation rate trend

Figure 4.7: Regional population growth rate trend

Figure 4.8: Regional unemployment rate trend

#### CHAPTER 5. Industry Trends

Figure 5.1: Global media & entertainment industry annual trend 2006-11 (US \$B)

Figure 5.2: Global media & entertainment industry regional trend: 2006-11 (US \$B)

Figure 5.3: Global media & entertainment industry regional trend: 2006-11 (%)

Figure 5.4: Global media & entertainment industry segment trend: 2006-11 (US \$B)

Figure 5.5: Global media & entertainment industry segment trend: 2006-11 (%)

Figure 5.6: Global media & entertainment industry quarterly trend 2010-11 (US \$B)

Figure 5.7: Global media & entertainment industry profitability trend 2006-11

Figure 5.8: Global media & entertainment industry revenue per employee Trend 2006-11

Figure 5.9: Cost structure of global media & entertainment industry 2006-11

Figure 5.10: Cost structure in North American media & entertainment industry: 2006-11

Figure 5.11: Cost structure in European media & entertainment industry: 2006-11

Figure 5.12: Cost structure in Asia Pacific media & entertainment industry: 2006-11

Figure 5.13: Top 5 companies vs. media & entertainment industry operating profit & net profit analysis: 2010

Figure 5.14: Cash on hand for global media & entertainment industry 2006-11 (US \$B)

Figure 5.15: Cash on hand for global media & entertainment industry 2006-11 (%)

Figure 5.16: Asset for global media & entertainment industry 2006-11 (US \$B)

Figure 5.17: Assets for global media & entertainment industry 2006-11 (%)

Figure 5.18: Debt for global media & entertainment industry 2006-11 (US \$B)

Figure 5.19: Debts for global media & entertainment industry 2006-11 (%)

Figure 5.20: Industry shares of top players in global media & entertainment industry in 2006

Figure 5.21: Industry shares of top players in global media & entertainment industry in 2010

Figure 5.22: Global media & entertainment industry 2006 industry share analysis

Figure 5.23: Global media & entertainment industry 2010 industry share analysis

#### CHAPTER. Industry Forecasts

Figure 6.1: Global media & entertainment industry annual forecast 2012-17 (US \$B)

Figure 6.2: Global media & entertainment industry quarterly forecast 2011-12 (US \$B)

Figure 6.3: Global GDP growth rate forecast

Figure 6.4: Global inflation rate forecast

Figure 6.5: Global population growth rate forecast

Figure 6.6: Global unemployment rate forecast

Figure 6.7: Regional GDP growth rate forecast

Figure 6.8: Regional inflation rate forecast

Figure 6.9: Regional population growth rate forecast

Figure 6.10: Regional unemployment rate forecast

Figure 6.11: Global media & entertainment industry regional forecast 2012-17 (US \$B)

Figure 6.12: Global media & entertainment industry regional forecast 2012-17 (%)

Figure 6.13: Global media & entertainment industry segment forecast 2012-17 (US \$B)

Figure 6.14: Global media & entertainment industry segment forecast 2012-17 (%)

#### CHAPTER 7. Emerging Trends

Figure 7.1: Emerging trends in global media & entertainment industry

Figure 7.2: Global media & entertainment industry opportunity by region

Figure 7.3: Global media & entertainment industry opportunity by segment

## List Of Tables

### LIST OF TABLES

#### CHAPTER 3. Industry Overview

Table 3.1: Industry parameters of global media & entertainment industry

Table 3.2: Relative industry attractiveness by region

#### CHAPTER 5. Industry Trends

Table 5.1: Regional revenue growth rate

Table 5.2: Segment revenue growth rate

Table 5.3: Percentage change in cost structure

Table 5.4: Percentage change in cash on hand

Table 5.5: Percentage change in total asset

Table 5.6: Percentage change in debt

Table 5.7: Key companies by revenue growth

Table 5.8: Key companies by revenue decline

#### CHAPTER 6. Industry Forecasts

Table 6.1: Global media & entertainment forecast growth rate

Table 6.2: Global media & entertainment segment forecast growth rate

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