

# Top Five Global Media and Entertainment Industry 2012-2017: Trend, Profit and Forecast Analysis, July 2012

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## Abstracts

According to this report, the global media and entertainment industry is forecasted to reach US \$1,289 billion by 2017. The global commercial media system is transnational and works to promote the global market and promote commercial values. The industry consists of activities such as broadcast media, publishing, movies and entertainment, internet advertising, and other services. North America dominates the industry and represents 35% of the global industry share.

The global media and entertainment industry is forecasted to reach US \$1,289 billion by 2017. The global commercial media system is transnational and works to promote the global market and promote commercial values. The industry consists of activities such as broadcast media, publishing, movies and entertainment, internet advertising, and other services. North America dominates the industry and represents 35% of the global industry share.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on top global media and entertainment industry and presents its findings in 'Top Five Global Media And Entertainment Industry 2012-2017: Trend, Profit and Forecast Analysis.' This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and SWOT analysis. During the last five years, APAC witnessed the highest growth due to strong economic development in most of the regions and increased purchasing power of the population.

The industry faced some decline during the past years due to the global economic crisis that led to reduced income level, which affected media spending. Another important

factor restricting the growth of the global media and entertainment is the high risk associated with increasing rivalry and competition between the top players of the market. Threat is associated with the intellectual properties of the companies which can be challenged, invalidated, or infringed by competitors.

The industry witnessed good growth during the last decade due to the technological advancements in the broadcasting and publishing segments, caused by the rising importance of changing media consumption patterns. Strong economic development in most countries boosted the purchasing power of the middle class population and evolved their consumption habits, which accelerated the influence of new media touch points.

The report gives a concise overview of top five media and entertainment companies:

Comcast

Google

News Corp

Time Warner

Walt Disney

The study also highlights the income level, advertiser spending, technological changes, and governmental regulations, which highly impact the industry dynamics.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global media and entertainment companies industry.. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

In Lucintel's newest competitive research study on the world's media and entertainment companies, we thoroughly profile following five companies with detailed competitive assessments:

Comcast

Google

News Corp.

Time Warner

Walt Disney

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with media and entertainment companies industry. Some of the features of this multi-client market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global media and entertainment companies

Regional analysis: global media and entertainment companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

More than 113 valuable figures and charts and 45 tables are provided in this report

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