

# **Top Five Global Movie and Entertainment Companies: Performance, Strategies and Competitive Analysis, December 2012**

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## **Abstracts**

The global movie and entertainment industry is expected to reach \$139.84 billion by 2017, with a CAGR of 3.9%. The industry primarily consists of organizations that produce and distribute motion pictures and sound recordings. The key players concentrate on technological innovation strategies to meet customer requirements to be at the forefront of the industry that focuses on joint ventures and partnership agreements in many instances.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of global movie and entertainment industry and presents its findings in “Top Five Global Movie and Entertainment Companies: Performance, Strategies and Competitive Analysis”. This report briefly discusses the subject companies, their geographic footprints, financial metrics, market performance, marketing and corporate strategies, and provides a SWOT analysis of each company.

The industry has faced some challenges during the last five years. Growing penetration by highdefinition televisions and other viewing formats fueled demand for high-definition videos, and negatively affected physical sell-through market. The industry declined in 2009, after previously registering modest growth, due to the global economic crisis. The recession led to reduced income levels, which affected media spending and resulted in fewer theatrical releases.

The industry has been driven by stronger local and new cinemas, which are expected to revitalize the box office market. The increasing importance of online media along with the changing media consumption pattern, home entertainment market, and increasing disposable income with improved economic conditions influenced the growth of the

movie and entertainment industry.

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

News Corporation

Regal Entertainment Group

The Walt Disney Company

Time Warner, Inc.

Viacom, Inc.

The study also highlights the income level, advertiser spending, technological changes, and governmental regulations that highly influence 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 movie and entertainment companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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