

What is the entertainment industry?

The entertainment industry is defined as “those involved in providing entertainment through radio, television, films and theatre”. For this task we will focus solely on movie and television series.

Over the past 20 years, there has been a severe change in the way in which viewers watch movies and series, i.e:

- Cinema viewings are declining.
- DVD sales are dropping.
- TV, Cable TV/satellite is stable.
- Internet and social networks are proceeding to grow.
- And most popularly is streaming on mobile devices.

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Cinema	858	885	945	941	1 113	1 044	1 077	1 113	1 153	1 193
% YOY		3.1%	6.8%	-0.4%	18.3%	-6.2%	3.2%	3.3%	3.6%	3.5%
Internet	12 679	17 443	25 154	32 533	39 402	45 004	50 729	56 581	62 546	68 471
% YOY		37.6%	44.2%	29.3%	21.1%	14.2%	12.7%	11.5%	10.5%	9.5%
TV and video	16 020	17 080	18 217	19 195	21 007	22 858	24 536	25 951	27 022	27 703
% YOY		6.6%	6.7%	5.4%	9.4%	8.8%	7.3%	5.8%	4.1%	2.5%

Table 1: Consumption Spending and of Media Entertainment between 2011-2020 (R Million)

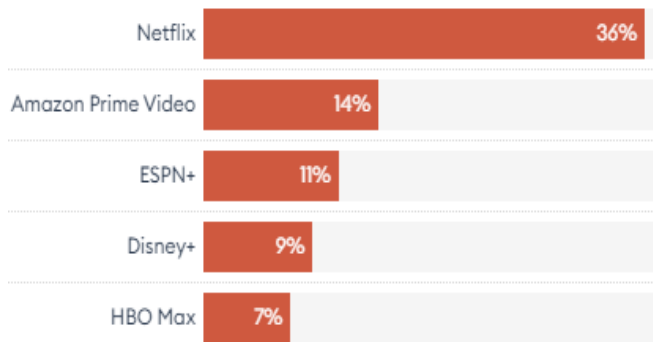


Figure 1: Best streaming services based on user experience.

The Rise of Streaming Services (Consumer Preference)

Streaming services such as Netflix, Hulu, Disney+, etc have become a huge part of today's film industry when it comes to watching movies and series. Changing the conventional way in which films are viewed.

In the past one could only watch movies at the cinemas but in today's day and age movies and series can be viewed at consumers convenience whether that be in the comfort of their living rooms or through the use of their mobile devices. The traditional distribution of film has been uprooted by the rise of streaming platforms, which has led to new release strategies. Films are now released simultaneously in theatres and on streaming platforms. This trend is gaining traction, with consumers preferring the flexibility these options provide.

The growing demand for these online streaming platforms is undeniable, with Netflix boasting 200 million subscribers and Amazon Prime hot on its heels with 100 million.

Popular Genres According to Box Office Sales

Viewers are often drawn to and enjoy specific genres according to personal preference, hence why genre categorisation is so important in the entertainment industry. Understanding your audience's interests and preferences helps filmmakers to stay ahead of competitors by producing content that resonates with viewers and drives engagement.

List of the main genres:

- Adventure
- Action
- Comedy
- Drama
- Thriller
- Horror
- Romantic Comedy

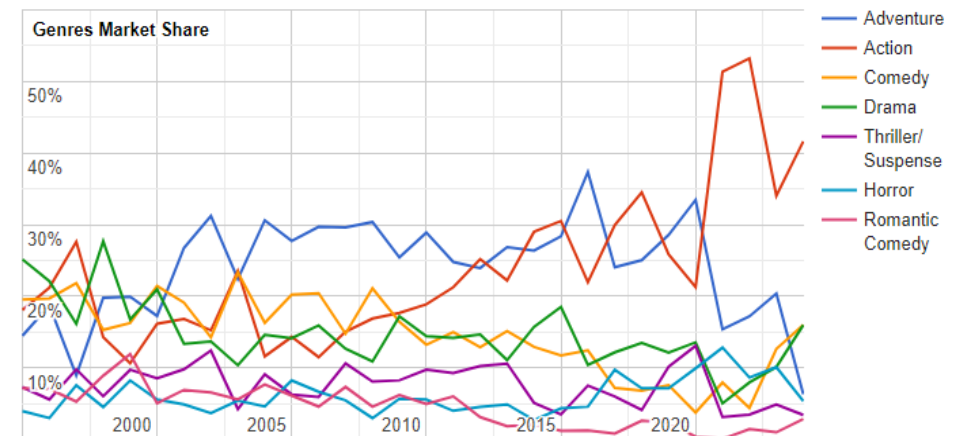


Figure 1: Line graph showing the popularity of genres based off Box Office Sales

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