

Elevate Media Group closed 2024 with revenues of \$2.2 billion, marking 11% growth driven by digital streaming and content licensing. Original programming made up 42% of total viewing hours.

Operating profits improved to \$390 million, thanks to a successful shift toward ad-supported video-on-demand (AVOD). Advertising revenues rose 18% year-over-year.

Net income was \$310 million, and EPS reached \$2.60. The company announced a \$75 million investment into AI-driven content personalization for its platforms.

Elevate launched streaming services in two new international markets, contributing an additional \$150 million in revenue. These launches included dubbed content and region-specific recommendations.

In 2024, Elevate earned industry accolades for innovation in short-form media and was named one of the top 10 fastest-growing entertainment companies. Its workforce expanded by 22%, with significant hiring in content analytics and localization.