



ACTIVATE CONSULTING TECHNOLOGY & MEDIA OUTLOOK 2025 **CONSUMER INTERNET & MEDIA REVENUES**

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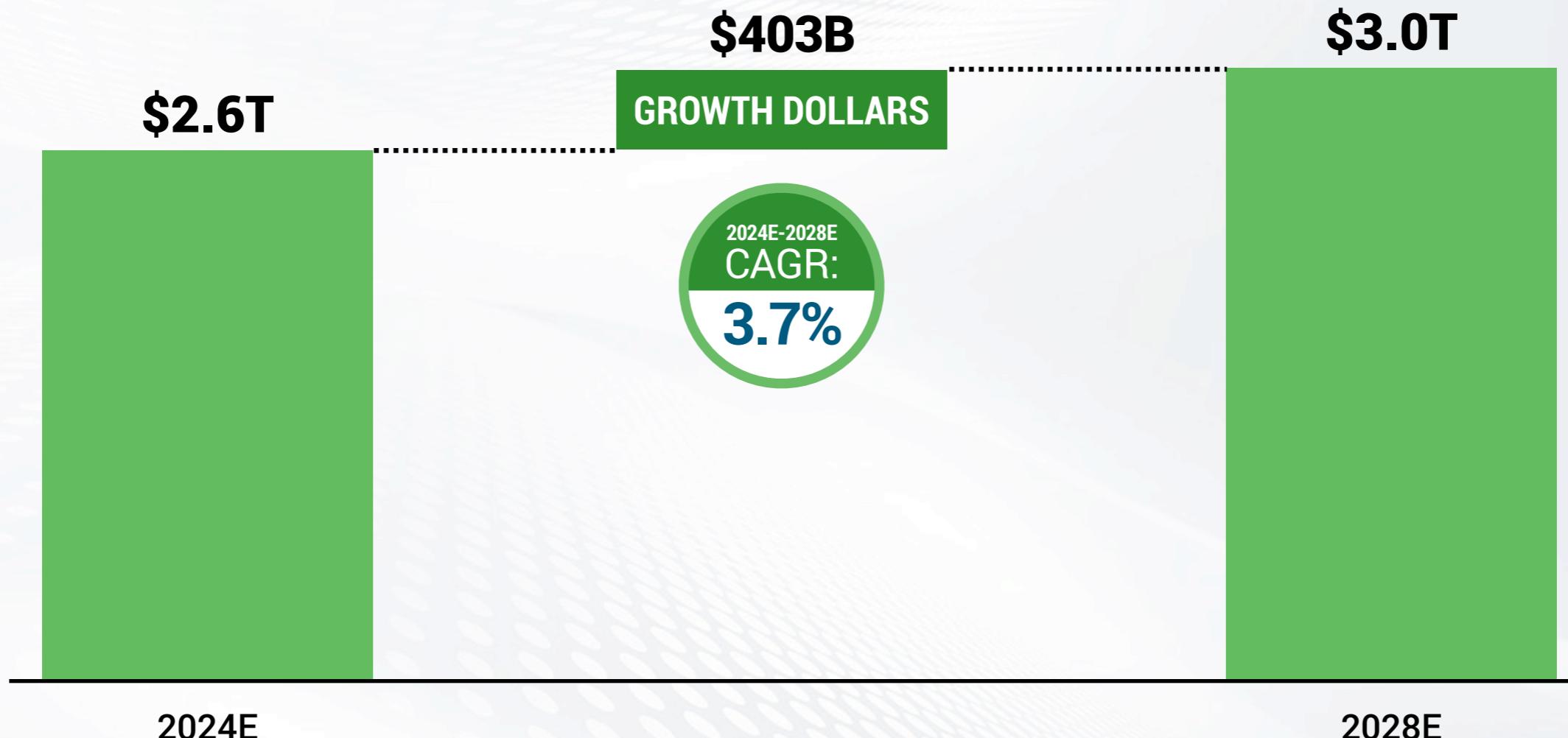


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We forecast significant growth ahead for the global consumer internet and media industries, increasing by over \$400B between 2024 and 2028

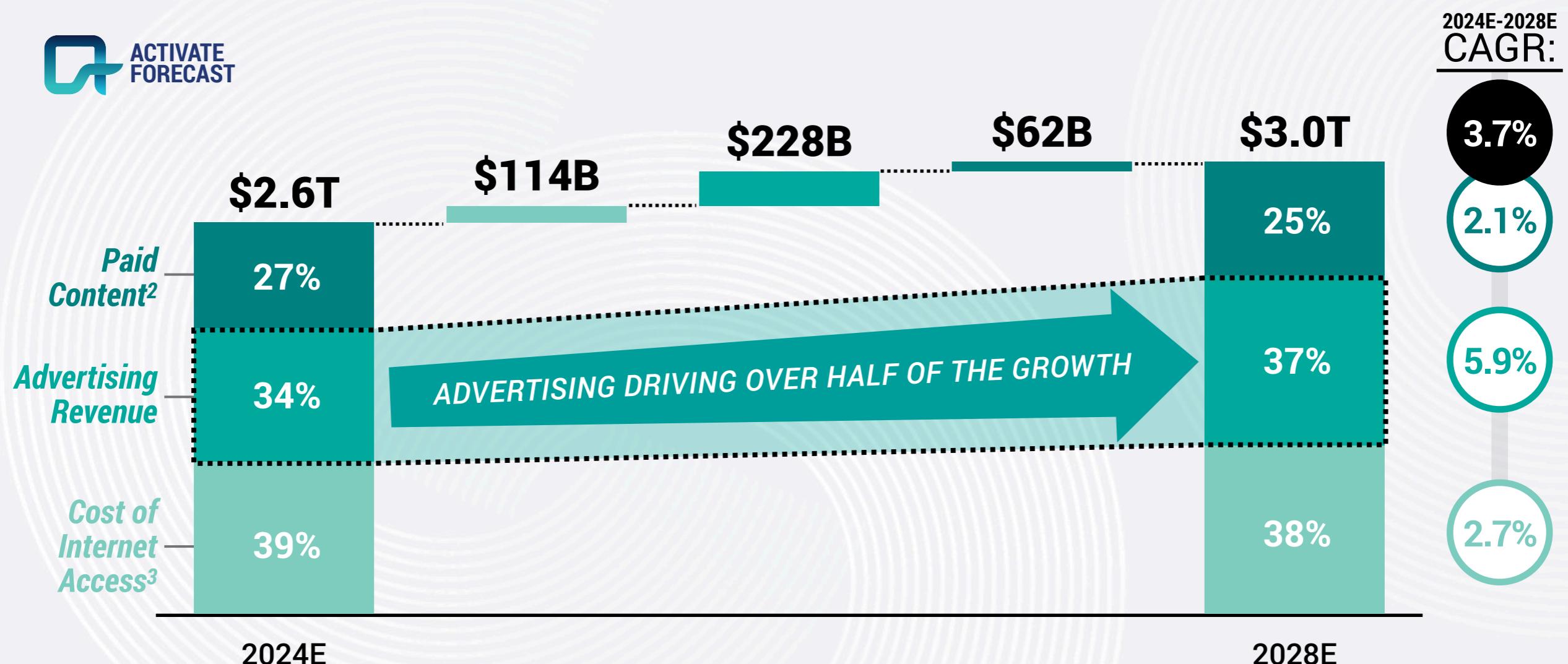
CONSUMER INTERNET AND MEDIA REVENUES¹, GLOBAL, 2024E VS. 2028E, USD



1. "Consumer internet and media revenues" include revenues from radio subscription and licensing fees, recorded music, book publishing, magazine publishing, newspaper publishing, video games, filmed entertainment, TV subscription and licensing fees, internet access, digital advertising, and traditional advertising on these platforms.

Sources: Activate analysis, Alliance for Audited Media, Dentsu International, eMarketer, GroupM, IBISWorld, Newzoo, Omdia, Pew Research Center, PricewaterhouseCoopers, Zenith Media

Global advertising spend will drive more than half of the growth in consumer internet and media revenues

GROWTH IN CONSUMER INTERNET AND MEDIA REVENUE¹ BY SEGMENT, GLOBAL, 2024E VS. 2028E, USD

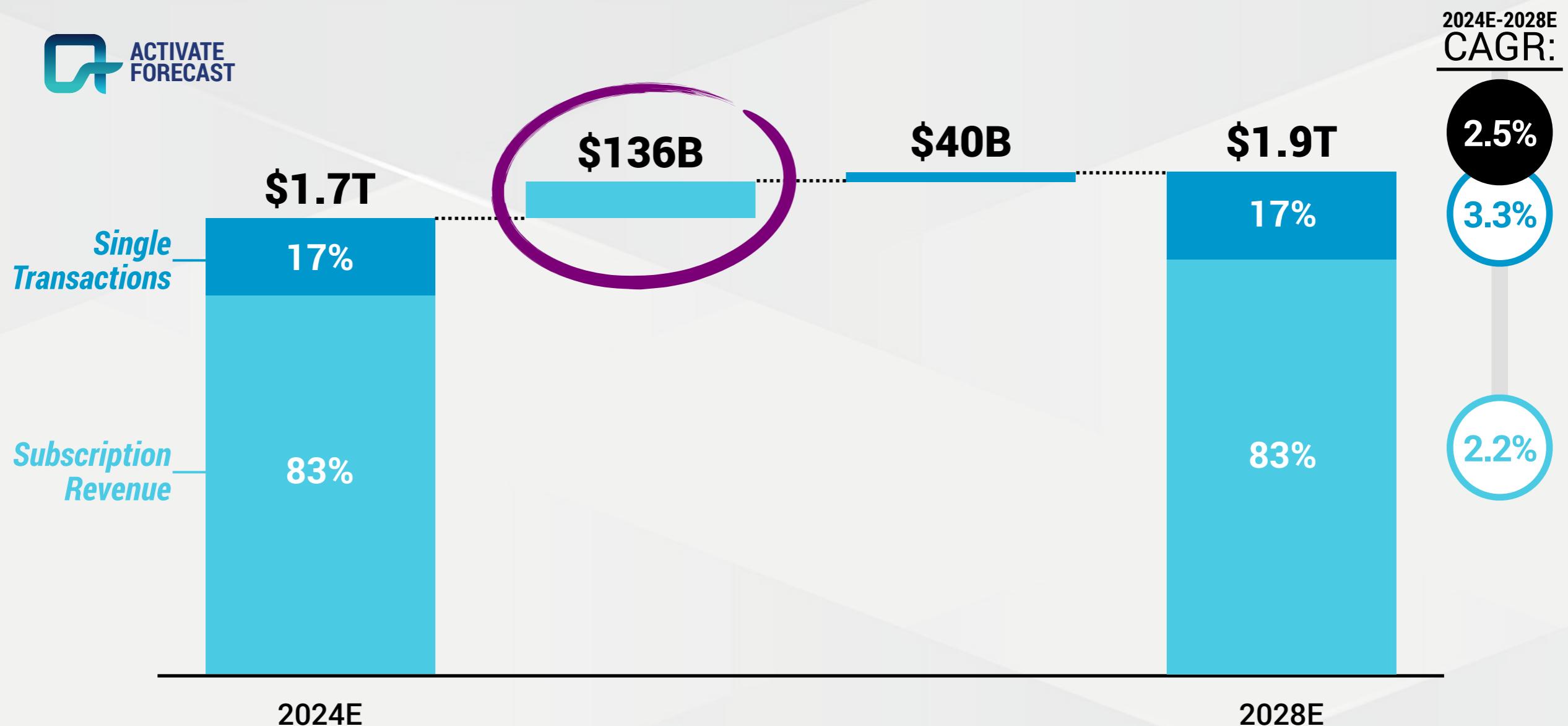
1. "Consumer internet and media revenues" include revenues from radio subscription and licensing fees, recorded music, book publishing, magazine publishing, newspaper publishing, video games, filmed entertainment, TV subscription and licensing fees, internet access, digital advertising, and traditional advertising on these platforms. 2. "Paid content" includes radio subscription and licensing fees, recorded music, book publishing, magazine publishing, newspaper publishing, video games, filmed entertainment, and TV subscription and licensing fees.

3. "Internet access" includes fixed broadband, wireless, and mobile internet access.

Sources: Activate analysis, Alliance for Audited Media, Dentsu International, eMarketer, GroupM, IBISWorld, Newzoo, Omdia, Pew Research Center, PricewaterhouseCoopers, Zenith Media

Subscriptions will make up the vast majority of the growth in consumer spend, adding \$136B by 2028

GROWTH IN CONSUMER SPEND ON INTERNET AND MEDIA¹ BY REVENUE MODEL, GLOBAL, 2024E VS. 2028E, USD



1. "Consumer spend on internet and media" includes revenues from radio subscription and licensing fees, recorded music, book publishing, magazine publishing, newspaper publishing, video games, filmed entertainment, TV subscription and licensing fees, and internet access. Sources: Activate analysis, Alliance for Audited Media, Dentsu International, eMarketer, GroupM, IBISWorld, Newzoo, Omdia, Pew Research Center, PricewaterhouseCoopers, Zenith Media

ACTIVATE 2025 DATA PARTNERS

The Nielsen logo consists of a blue circle containing three white arrows pointing to the right.The Luminate logo consists of a blue circle containing the word "Luminate" in white, sans-serif font.The tubular logo consists of a blue circle containing a white icon of a video camera and the word "tubular" in white, sans-serif font.



Activate growth. Own the future.

Technology. Internet. Media. Entertainment. eCommerce. These are the industries we've shaped, but the future is where we live.

Activate Consulting helps technology and media companies drive revenue growth, identify new strategic opportunities, and position their businesses for the future.

As the leading management consulting firm for these industries, we know what success looks like because we've helped our clients achieve it in the key areas that will impact their top and bottom lines.

Together, we can help you grow faster than the market and smarter than the competition.

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Activate Consulting: We help leading companies and innovators grow their revenues, take advantage of new opportunities and get ahead of the forces transforming their businesses



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Activate Technology & Media 
Outlook 2025

Thank you!

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