

INDUSTRIES & MARKETS

Media: market data & forecast

Market Insights report

Market Insights
by statista 

January 2024



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Table of Contents

Overview

Summary	5
Market Definition	6
Market Numbers	7

Markets

TV & Video	10
Games	27
Music, Radio & Podcast	45
Newspapers & Magazines	65
Cinema	81
Books	97

Appendix

Product Overview	113
Author	114

CHAPTER 1

Overview

The Media market encompasses a vast amount of entertainment types and is mainly driven by technological advancements

Overview: Summary

Summary

Driven by the expansion of mobile internet access and increasing connection speeds, the growing number of mobile and streaming devices leads to a steady growth in the demand for all types of digital media. The major shift in the market can be attributed to the COVID-19 pandemic, which has caused a tremendous increase in the demand for media and the need for digitalization. Even though traditional media is more likely to either stagnate or decline on the whole, the increase of the Media market is largely attributable to the segments TV & Video and Games. This positive effect generates more growth, but the digital media segments within the Media market will most likely remain predominant even after the pandemic. Although the USA is still leading the market, it is the Asian countries in particular that are demonstrating how increasing prosperity creates great demand for knowledge, culture, and entertainment. Especially video-on-demand is expected to continue its growth avenue, with Netflix as the current biggest player. According to predictions, however, Disney+ is set to become the most popular streaming service by 2026. In the future, improved technology and

new ways of consuming media will align with the increasing consumption by users and exhibit steady growth. With the emergence of the metaverse, for instance, the Media market will face a completely new dimension that will be accessible for consumers and enable new possibilities for consumption. All in all, what can be observed within the Media market is a shift from traditional channels, such as print or non-digital media, to digital forms of media. This effect is expected to become prevalent throughout the entire market and in all regions.

The TV & Video market is the largest part of Media

Overview: Market Definition

Market definition

The media market encompasses a diverse array of platforms and channels that facilitate the creation, distribution, and consumption of content, such as news, entertainment, and information. It includes traditional outlets like television, radio, and print publications, as well as digital platforms like social media, streaming services, and online news websites. This market plays a central role in shaping public discourse, cultural trends, and the dissemination of information on a global scale, making it a critical component of modern society.

The market consists of several parts, namely Books, Games, Music, Radio & Podcasts, Newspapers & Magazines and TV & Video. These markets encompass digital and traditional revenues. The market comprises revenues, users, average revenue per user, penetration rates and advertising spendings. Revenues are generated through purchases, subscriptions, consumer spending or ad spendings. Key players of the market are companies, such as Netflix, Spotify, Activision or Amazon.

+ In scope

This market includes:

- Traditional media with non-digital revenues from TV, radio, music, print, and video games
- Digital media with digital revenues from OTT video, music streaming, video games, digital versions of Newspapers & Magazines with ePapers & eMagazines, and eBooks

- Out of scope

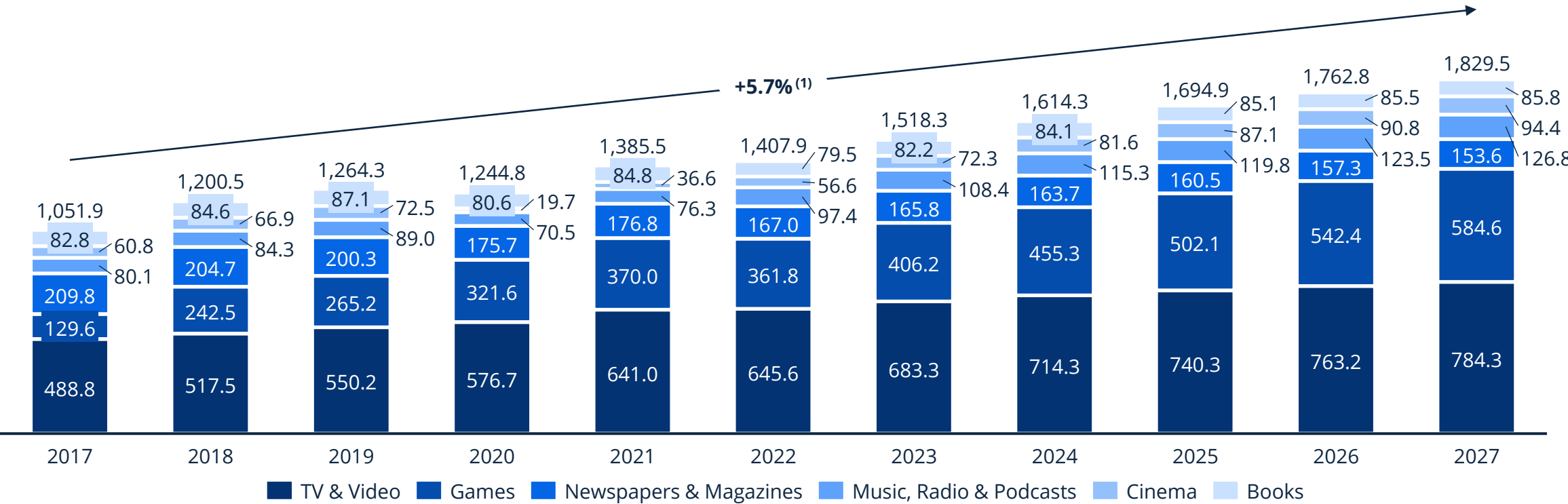
This market excludes:

- Public licence fees collected in form of a tax (e.g. income tax in the Nordic countries)
- Demo/trial versions
- Esports & Metaverse

Media revenue is estimated to increase at a CAGR⁽¹⁾ of 5.7% from 2017 to 2027

Market Size: Global

Revenue forecast in billion US\$



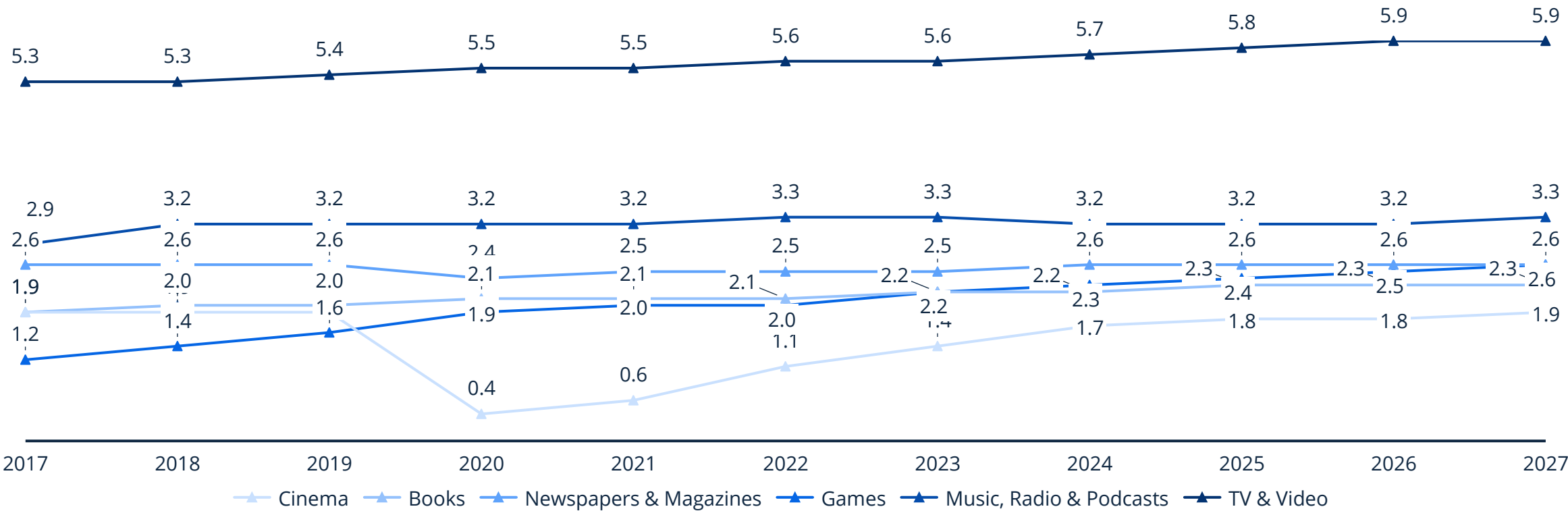
7 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

In the Media market, TV & Video has the highest amount of users

Market Size: Global

Users forecast in billions



CHAPTER 2

Markets

MARKETS

TV & Video



The TV & Video market is a fast-growing market, with OTT Video as a strong driver

Overview: Summary

Summary

Traditional TV has been declining in popularity due to the rise of Over-The-Top (OTT) video services, which offer a more flexible and cost-effective alternative to traditional TV. The growth factors for OTT video services include increased access to high-speed internet, the availability of a wider range of content, and the convenience of being able to watch content on demand. These services have also benefitted from the increased use of connected devices such as smartphones, tablets, and smart TVs, which have made it easier for consumers to access OTT video content. On the other hand, traditional TV still holds its ground in terms of reach, as it is still the most widely used form of video entertainment. However, its growth has been limited by the limited choice of content offered, and the higher costs associated with traditional TV packages. As more people turn to OTT video services, traditional TV providers are expected to continue to face challenges in retaining their market share.

TV & Video is an important part of the Media Market

Overview: Market Definition

Market definition

The TV & Home Video segment contains the following two subsegments: Traditional TV & Home Video and OTT (over-the-top) Services. Traditional TV & Home Video consists of physical home video (DVD & Blu-ray), pay-TV, which includes cable TV, satellite TV, IPTV, and DTTV), public TV licence fees, and traditional TV advertising. OTT Services contain video on demand (VOD), rentals as a single transaction or pay-per-view (transactional VOD), rentals as subscription-based services (subscription VOD), and online purchases via download or cloud storage (video downloads/EST). Additionally, all ad-supported revenue generated through premium or user-generated content are also covered by this segment (OTT Video Advertising). Electric-through-TV subscriptions and movie theater tickets sales are not included in this segment. Detailed definitions can be found in the individual segments.

+ In scope

This segment includes:

- Pay-TV subscriptions (cable TV, satellite TV, IPTV, DTTV)
- Over-the-top services (TVOD, SVOD, ETT, Linear OTT)
- Physical home video (DVD & Blu-ray)
- Traditional TV advertising
- Public TV licence fees

- Out of scope

This segment excludes:

- Movie theater ticket sales
- Public licence fees collected in form of a tax (e.g. income tax in the Nordic countries)
- Electric through-TV-subscriptions

Media: TV & Video total accounted for 49.69% of the Total Media market revenue in 2022

Overview: Key Takeaways



Key Takeaways

Media: TV & Video total sales are estimated to increase at a CAGR⁽¹⁾ of 5.68% from 2017 to 2027. In 2022, they amounted to US\$657.48 billion.

In the Media: TV & Video total segment, the United States and China accounted for the highest revenues in 2022, with US\$271.0 billion and US\$89.71 billion respectively.

Exclusive content becomes a core element in business strategies of video streaming services

Deep dives: stronger focus on exclusive content

High Investments in the production of “Originals”

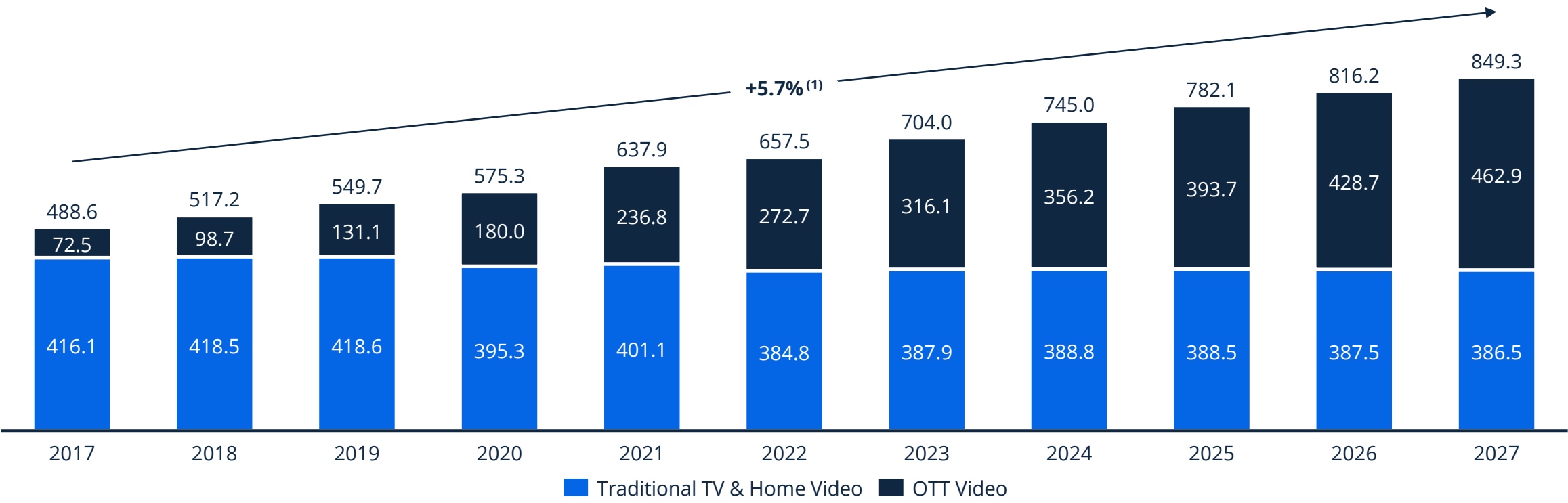
With the launch of its video streaming service, Netflix created the possibility to legally access a wide range of movies and TV series from a variety of production studios and publishers in one place. The growing number of competitors – Disney will start its own streaming service in 2019 – and the accustoming to the freedom of unlimited watching of video content has now made it necessary to stand out from other providers. For Netflix and Amazon, focusing heavily on more exclusive content in the future seems to be an opportunity to position themselves as serious players in the film industry and, thus, offer more exclusive content and gain more paid subscribers. With “House of Cards”, Netflix began to produce its own movies and TV series in 2013 already. One year later, Amazon caught up with its exclusive TV series “Bosch”. In October 2018, Netflix announced its plan to open a new production hub in Albuquerque, NM, following the acquisition of ABQ Studios. The company also plans to invest US\$1 billion in new productions. Furthermore, more local TV series for European markets, especially for Germany, were announced. As a part of this new content strategy, both companies intend to screen their self-produced movies in local cinemas as well.



TV & Video revenue is estimated to increase at a CAGR⁽¹⁾ of 5.7% from 2017 to 2027

Market Size: Global

Revenue forecast in billion US\$



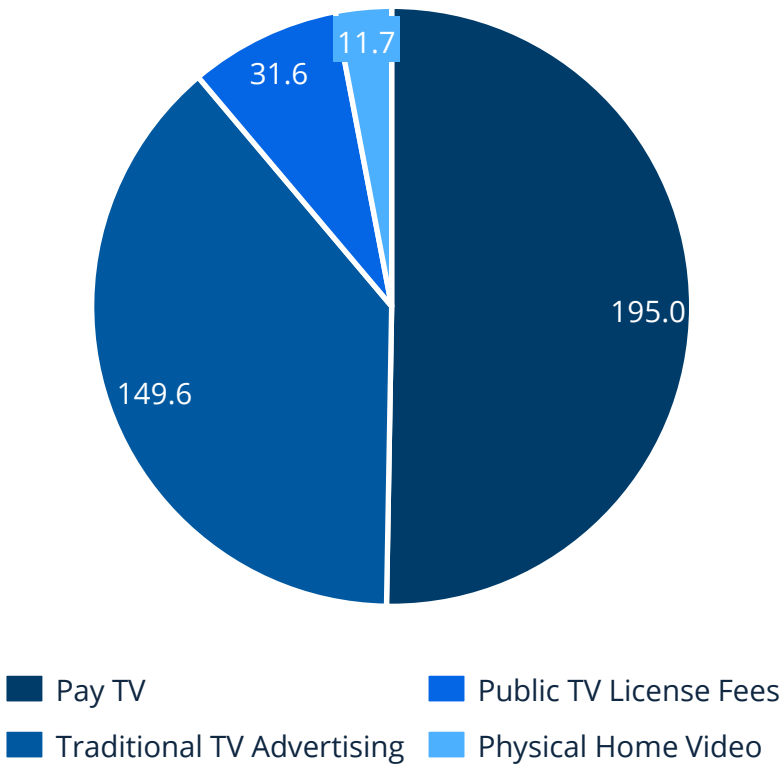
15 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

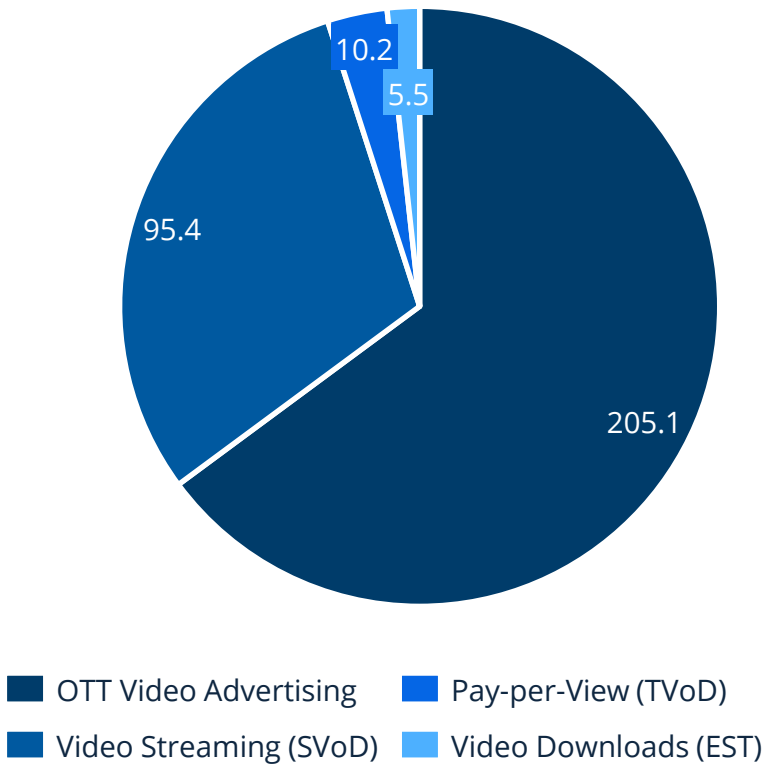
Pay TV and OTT Video Advertising amount to the largest parts in Traditional TV & Home Video and OTT Video respectively

Revenue split worldwide

Revenue split for 2023 in Traditional TV & Home Video in billion US\$



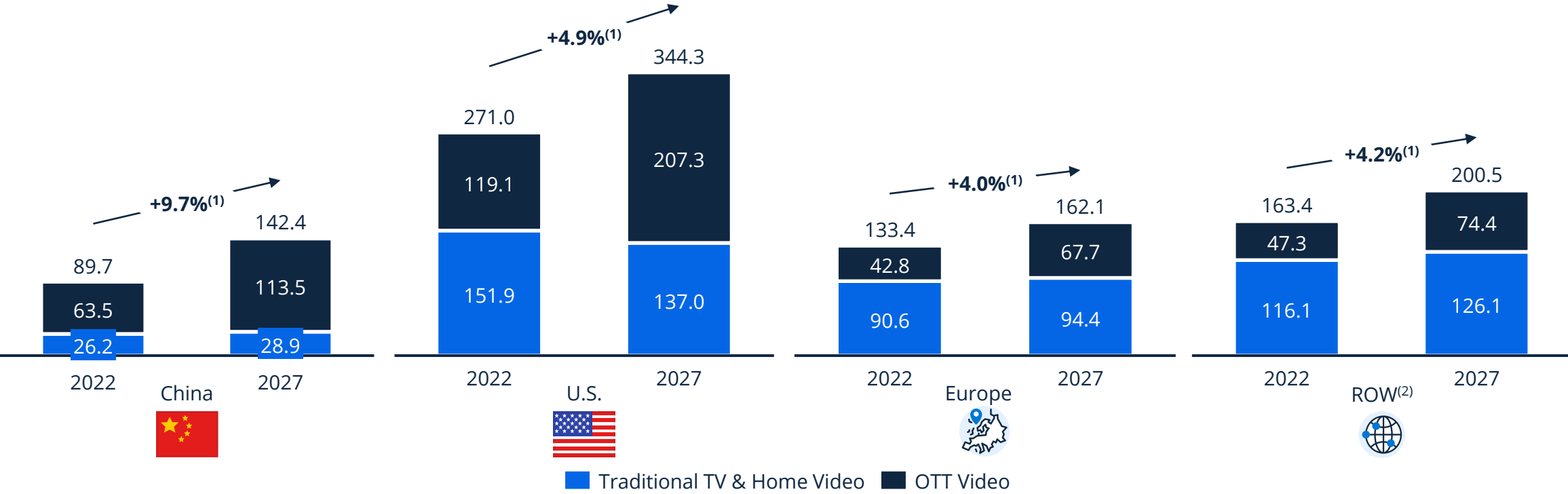
Revenue split for 2023 in OTT Video in billion US\$



China shows the biggest growth in TV & Video revenue with a CAGR⁽¹⁾ of 9.7%

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



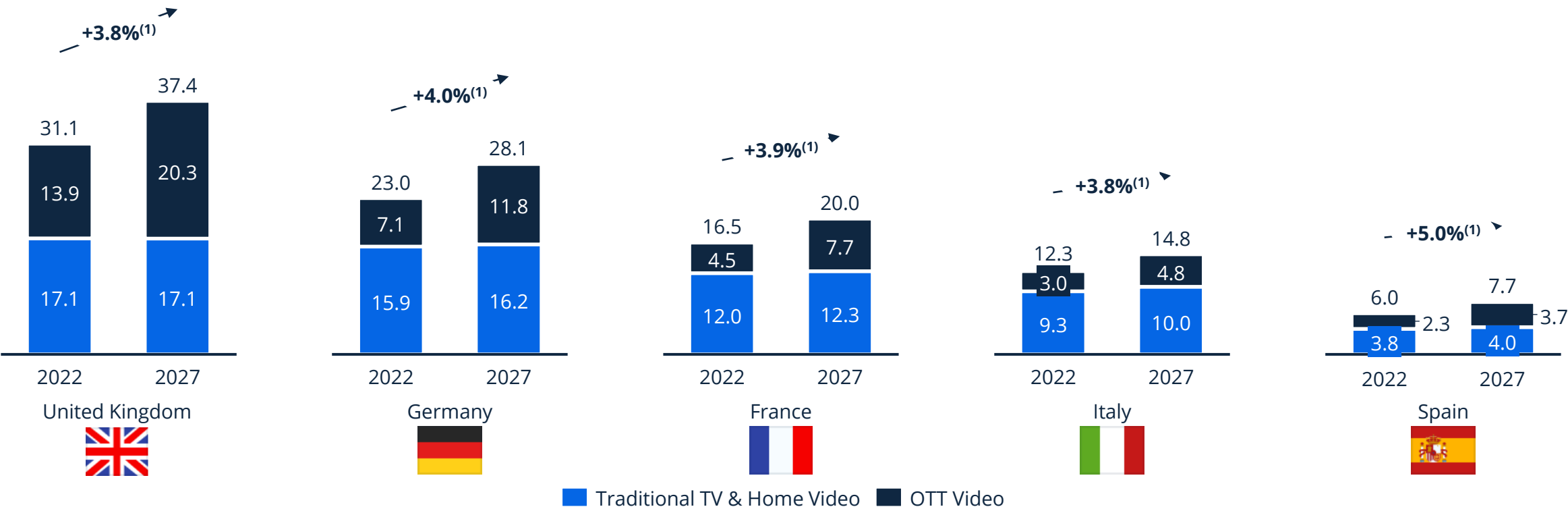
17 Notes: (1) CAGR: Compound Annual Growth Rate (2) ROW: Rest of the World

Sources: Statista Market Insights 2023

With revenue of 31.1 billion US\$, the United Kingdom is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

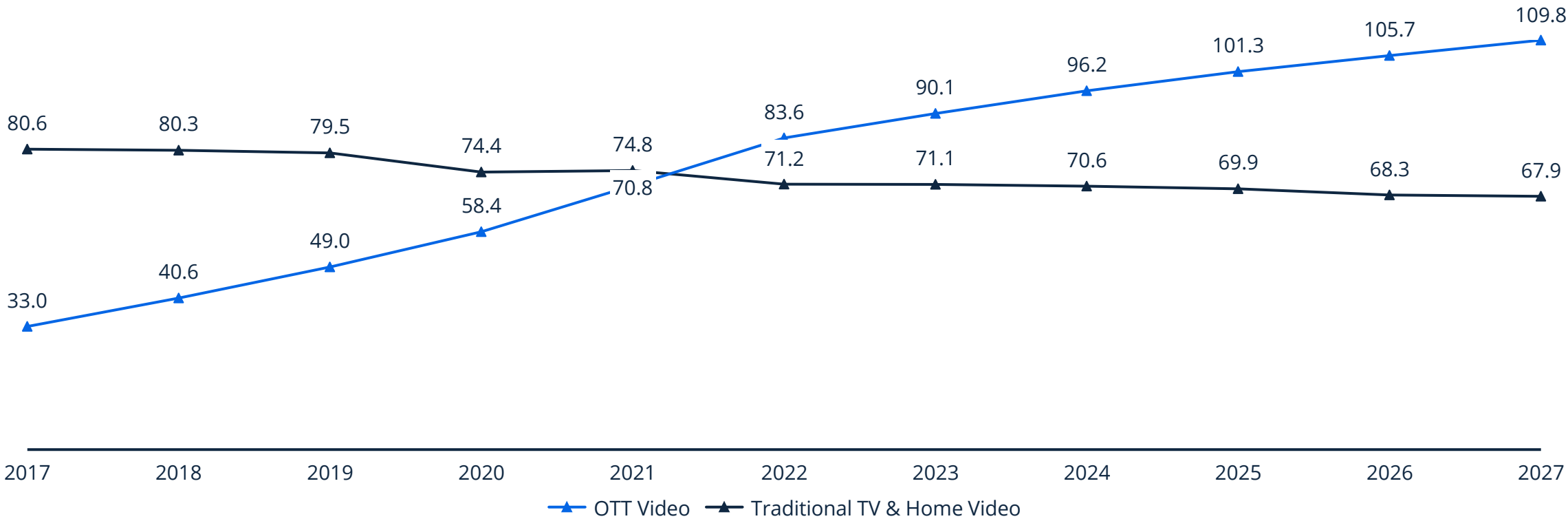
Revenue forecast in billion US\$



TV & Video average revenue per user is estimated to increase from 2017 to 2027

Market Size: Global

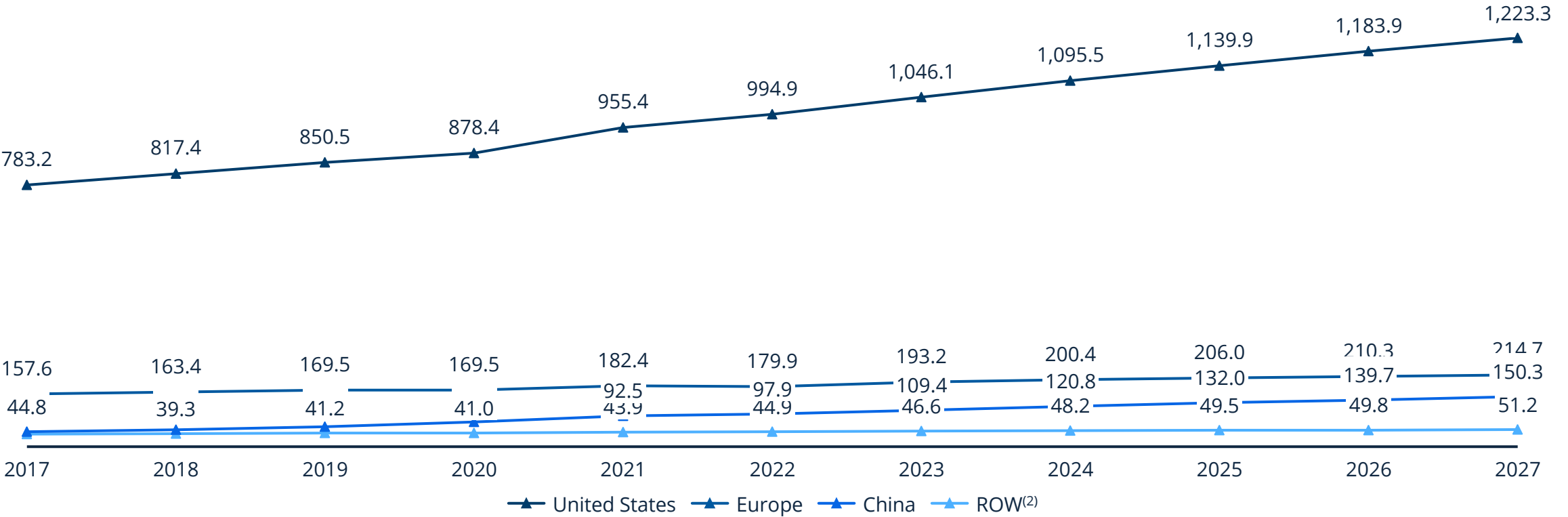
Average revenue per user forecast in US\$



The United States has the biggest market in TV & Video average revenue per user in 2022

Market Size: Regional Comparison (1/2)

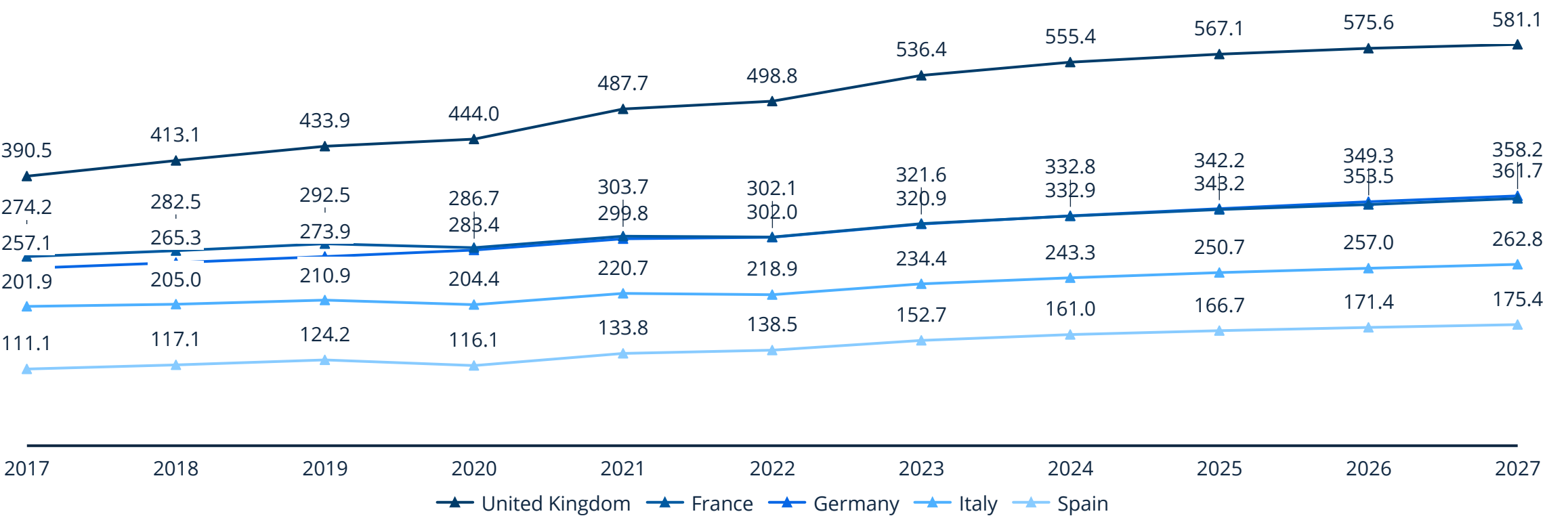
Average revenue per user forecast in US\$



With average revenue per user of 498.8 US\$, the United Kingdom is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

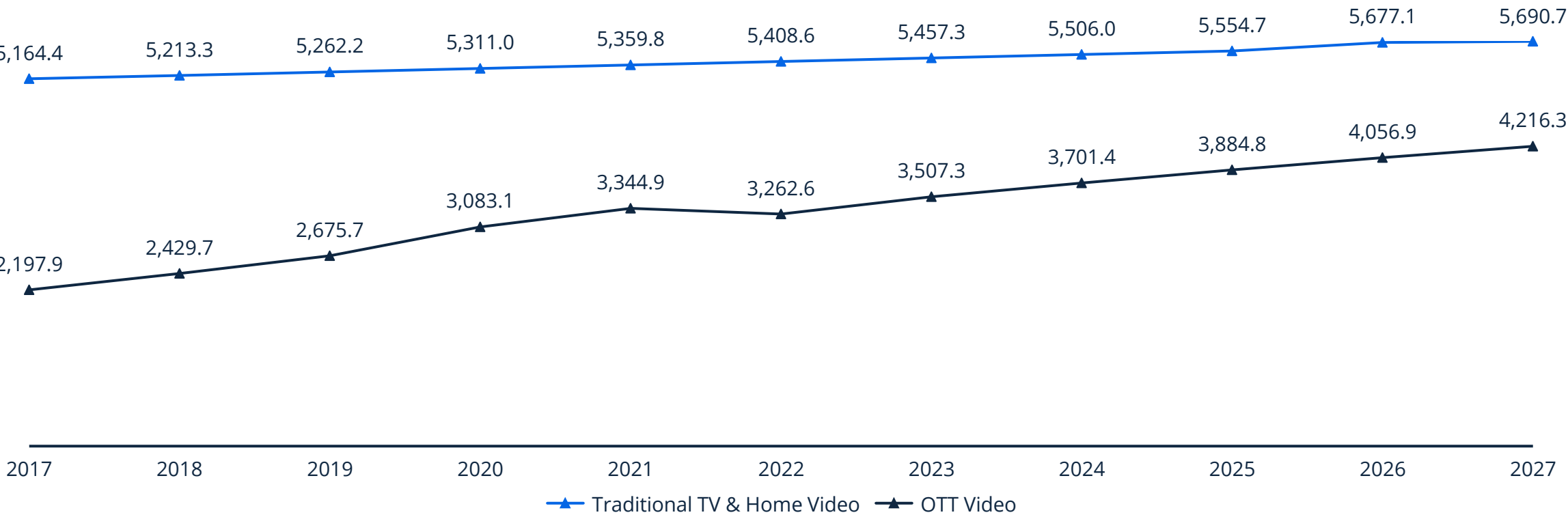
Average revenue per user forecast in US\$



TV & Video users are estimated to increase from 2017 to 2027

Market Size: Global

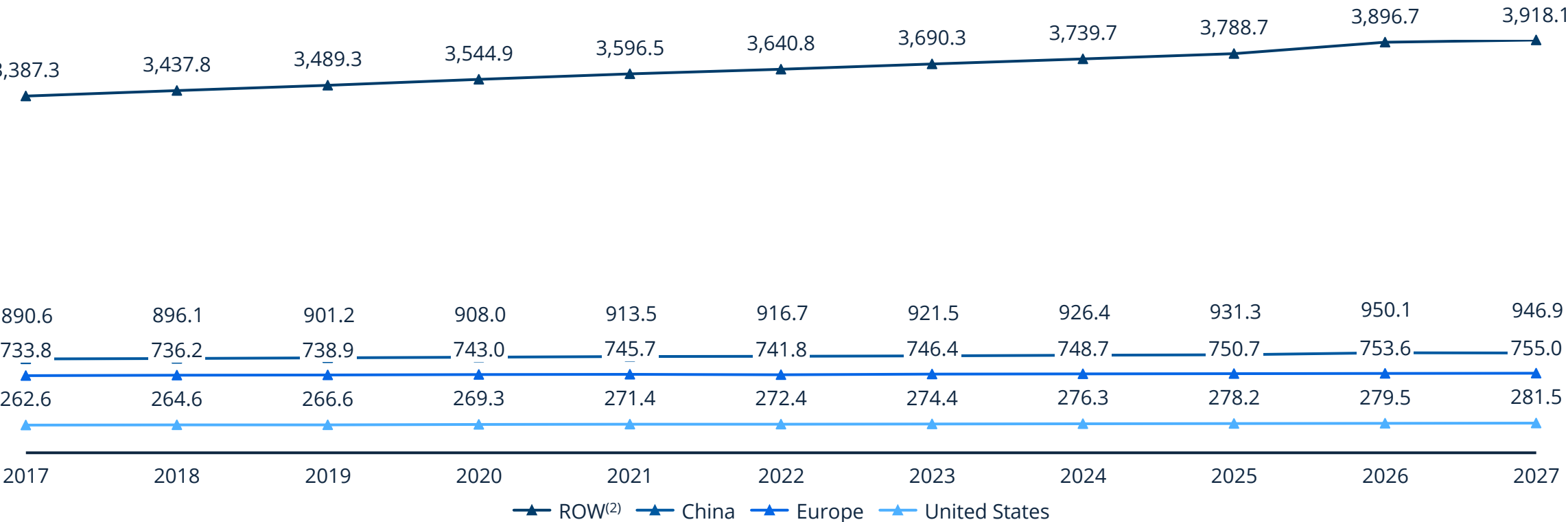
Users forecast in millions



China has the biggest market in TV & Video users in 2022

Market Size: Regional Comparison (1/2)

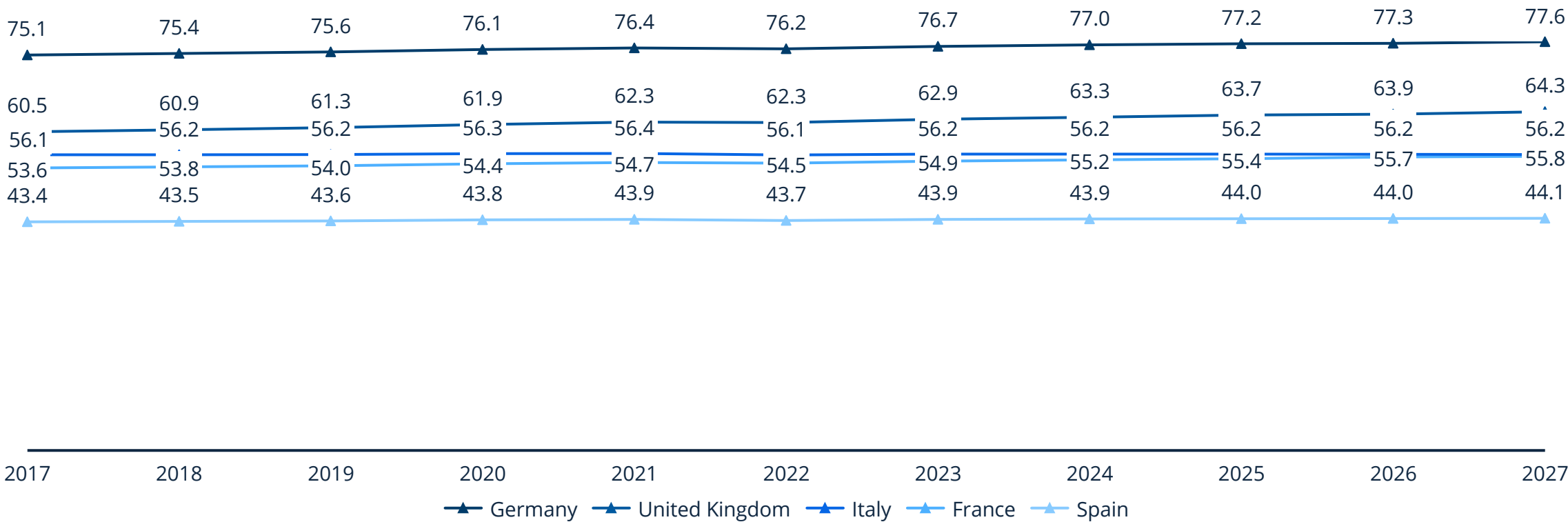
Users forecast in millions



With users of 76.2 million, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Users forecast in millions



Netflix invests heavily in its exclusive content

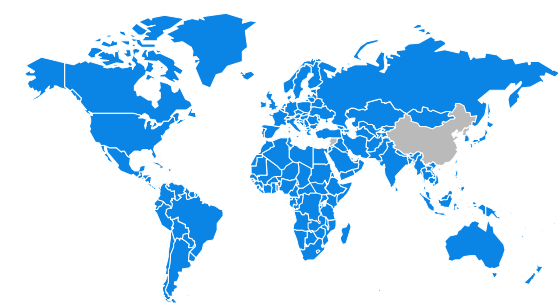
Company profiles: Netflix (1/2)



Netflix key facts

Revenue: US\$25 billion (2020)	CAGR ⁽¹⁾ : 24% (2019 to 2020)
Net income: US\$2,761 million (2020)	Paid subscribers: 204 million (2020)
Founded: 1997	Headquarters: Los Gatos, California

Availability of Netflix in 89 countries



Product: streaming service

In the early years after Netflix’ founding, the company grew by engaging in the DVD-by-mail business. The video streaming service Netflix as we know it today launched in 2007. Back then, the company started to offer subscription-based streaming of movies and tv shows. Users can choose from a variety of different plans in a price range⁽³⁾ between US\$8 and US\$14 and watch content on almost any device. Today, Netflix has 158 million paid subscribers in over 190 countries. Additionally, Netflix has been producing own film and TV series under the label “Netflix Original” since 2013. Netflix released 371 Originals in 2019, which represents over 50% increase in comparison to 2018.

Netflix’s digital strategy

Netflix is increasingly investing in exclusive content in the form of content licenses and the production of own series. This content involves high costs; thus, Netflix has raised the prices in the U.S. and added an “Ultra” plan. However, the company also reacts to country-specific habits by offering a mobile-only plan at a lower price in some Asian markets. This strategy might be necessary to remain competitive in the Video-on-Demand market. Disney has ended its collaboration with Netflix in 2019 to start its own streaming service Disney+. Other film studios might follow. Netflix is no longer fully dependent on such deals as its customers are increasingly interested in its exclusive content.

25 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Company information

Comcast is second biggest broadcasting and cable TV company by revenue

Company profiles: Comcast



Comcast key facts

Revenue: **US\$121.43 billion (2022)** CAGR⁽¹⁾: **4.33% (2021 to 2022)**
Net income: **US\$5.37 billion (2022)** Headquarters: **Philadelphia, U.S.**
Comcast TV subscribers: **17.5 million (2021)**
Founded: **1963**

Product: Broadcasting, cable TV, Internet & telephone service

Comcast is the second largest broadcasting and cable television company in the world by revenue, located in Philadelphia, U.S. Additionally, Comcast also provides Internet and telephone services, and is the largest Internet service provider in the U.S.; Xfinity, Comcast’s division, provides cable television, internet, telephone and wireless services. Comcast is also a parent company of an American mass media and entertainment conglomerate NBCUniversal Media, whose two divisions, NBC and Universal Pictures, have big presence in both media and entertainment industries.

Countries with their own Sky Group division



Comcast’s digital strategy

Comcast also owns several steady digital units, such as Sky Group and Peacock, which allows them to use both digital and traditional TV to their advantage. Comcast covers the whole TV market and provides the resource for digital environment, which is its brand Xfinity, that provides internet connectivity and hardware for it, such as wireless hotspots. Comcast also provide their customers with their own entertainment platform X1, that offers live TV, On Demand and popular streaming apps.

MARKETS

Games



The Games market is a fast-growing market mainly driven by the expansion of mobile gaming across the globe

Overview: Summary

Summary

The gaming industry has experienced significant growth in recent years and is poised to continue to grow in the future. One major trend in the industry is the shift towards mobile gaming, as the number of people playing games on their smartphones and tablets has increased dramatically. Another trend is the growing popularity of online and multiplayer gaming, as more and more players are seeking out social and competitive gaming experiences. Additionally, advances in virtual reality technology have opened up new possibilities for immersive gaming experiences.

There are several factors driving the growth of the gaming industry. One major factor is the increasing number of people with access to high-speed internet and gaming devices. This has made gaming more accessible to a wider audience, including people in emerging markets. Another factor is the increasing popularity of esports, which has grown from a niche hobby to a major global phenomenon, attracting millions of spectators and generating significant revenue from advertising and sponsorship.

Another factor contributing to the growth of the gaming industry is the increasing focus on in-game monetization, such as microtransactions and in-game advertising. This has allowed game developers to generate significant revenue from their games, even after they have been released, and has helped to sustain the growth of the industry. Overall, the gaming industry is facing many exciting opportunities and challenges and is likely to continue to experience significant growth in the coming years.

Games is an important part of the Media Market

Overview: Market Definition

Market definition

The Video Games segment consists of Physically Sold Video Games and Digital Video Games. Physically Sold Video Games comprises revenues associated with in-person purchases of video games in retail stores (e.g., at GameStop, Walmart, and Target) or in online-shops as CDs, DVDs, or other solid storage media. Digital Video Games encompasses revenues associated with digital game sales (e.g., Steam, Origin, and Blizzard's Battle.net for PCs and the Xbox Games Store, PlayStation Store, and Nintendo eShop for consoles). Additional downloadable content (DLC) and subscription services are included. The definition covers subscription-based games, e.g., World of Warcraft, as well as free-to-play games with in-game purchases for additional premium content or functionalities, e.g., Fortnite. Detailed definitions can be found in the individual segments.

In scope

This segment includes:

- In-person purchases of video games
- Digital video games

Out of scope

This segment excludes:

- Demo/Trial versions of video games
- Free-to-play gaming apps

The Games market accounted for 25.03% of the total Media market revenue in 2023

Overview: Key Takeaways



Key Takeaways

The Games market is poised to experience significant growth in the coming years. According to projections, the market's revenue is expected to reach a staggering US\$406.20bn by 2023.

This growth is anticipated to continue at an annual growth rate (CAGR 2023-2028) of 9.06%, resulting in an estimated market volume of US\$626.80bn by 2028.

When compared globally, it is worth noting that in China is expected to generate the highest revenue in the Games market, with an estimated US\$112.00bn in 2023.

Furthermore, the number of users in the Games market is projected to reach 4.4bn users by 2028.

In terms of user penetration, it is anticipated to be 48.9% in 2023 and is projected to increase to 55.5% by 2028.

Additionally, the average revenue per user (ARPU) is expected to amount to US\$312.80.

Cloud gaming gives high-end gaming experience without the need for expensive hardware

Deep dives: cloud gaming

Cloud gaming, also called Gaming-as-a-Service (GaaS) or Gaming-on-Demand (GoD), describes the idea of playing full video games running on remote PCs for a monthly or hourly fee. Such PCs are run by cloud gaming providers and located in specially designed data centers. The PCs' configuration often assembles high-end performance components for users to be able to enjoy a frictionless and seamless gaming experience as only video signals and user input are shared between client device and remote PC.

Cloud gaming offers two major advantages: First, for playing high-end video games no expensive hardware is needed as the execution of games (neither now or in the future due to regular upgrades of remote PCs by providers) takes place on dedicated PCs. Second, users can enjoy their video games on almost any device supported by the specific service via proprietary apps, which makes gaming less dependent on location and situation. So far, obstacles regarding technical limitations and usability seemed to be responsible for preventing a big commercial success of cloud gaming providers. For instance, the limited range of playable games or supported devices was a substantial downside for many gamers. Furthermore, cloud gaming requires a fast and stable broadband internet connection to reduce video compression and latency.

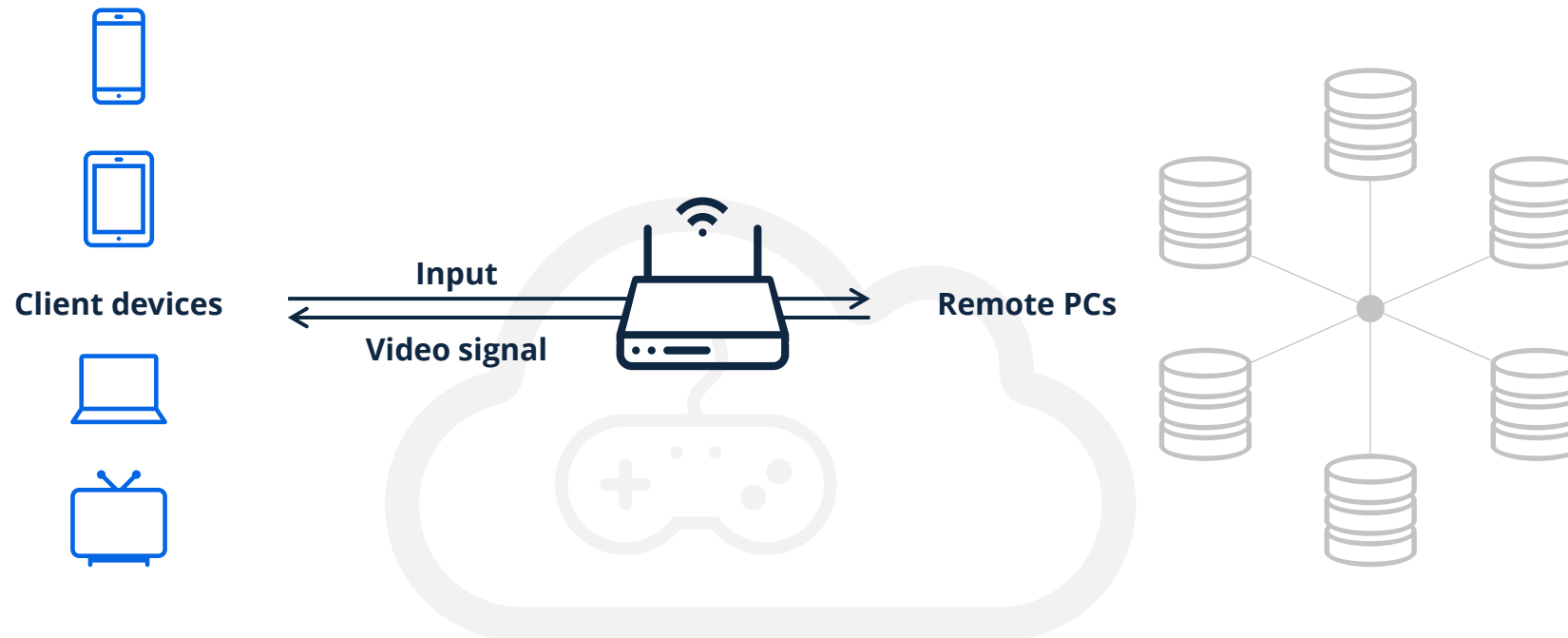


Cloud gaming relies heavily on a fast and stable broadband internet connection

Deep dives: how cloud gaming works

On the user's side client devices need to be connected to a fast and stable broadband internet connection and need to run the proprietary apps developed by the provider. Users then receive the video signal streamed by the assigned remote PC running the selected video game. In return, the users' inputs are directly transmitted to the remote PCs.

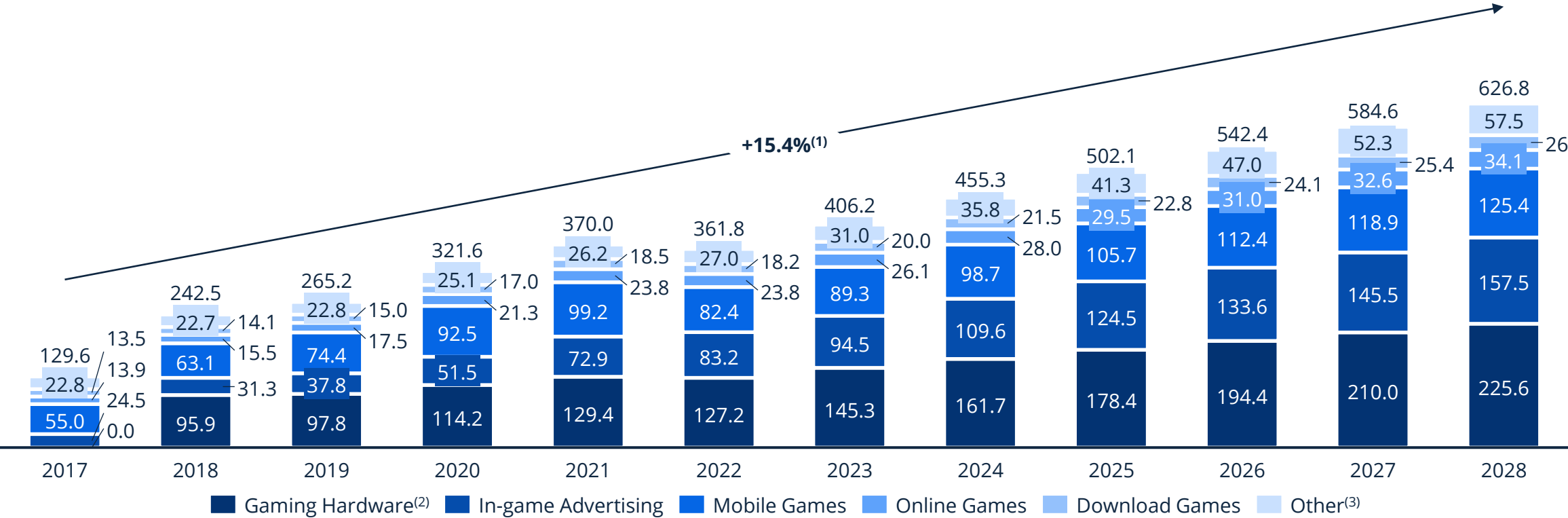
On the provider's side dedicated data centers consisting of high-end PCs are running the video games selected by users. The rendered visuals are directly streamed to the user's client device which simultaneously controls the remote PCs by transmitting inputs. Here, a fast and stable broadband internet connection is required as well.



Games revenue by markets are estimated to increase at a CAGR⁽¹⁾ of 15.4% from 2017 to 2028

Market Size: Global

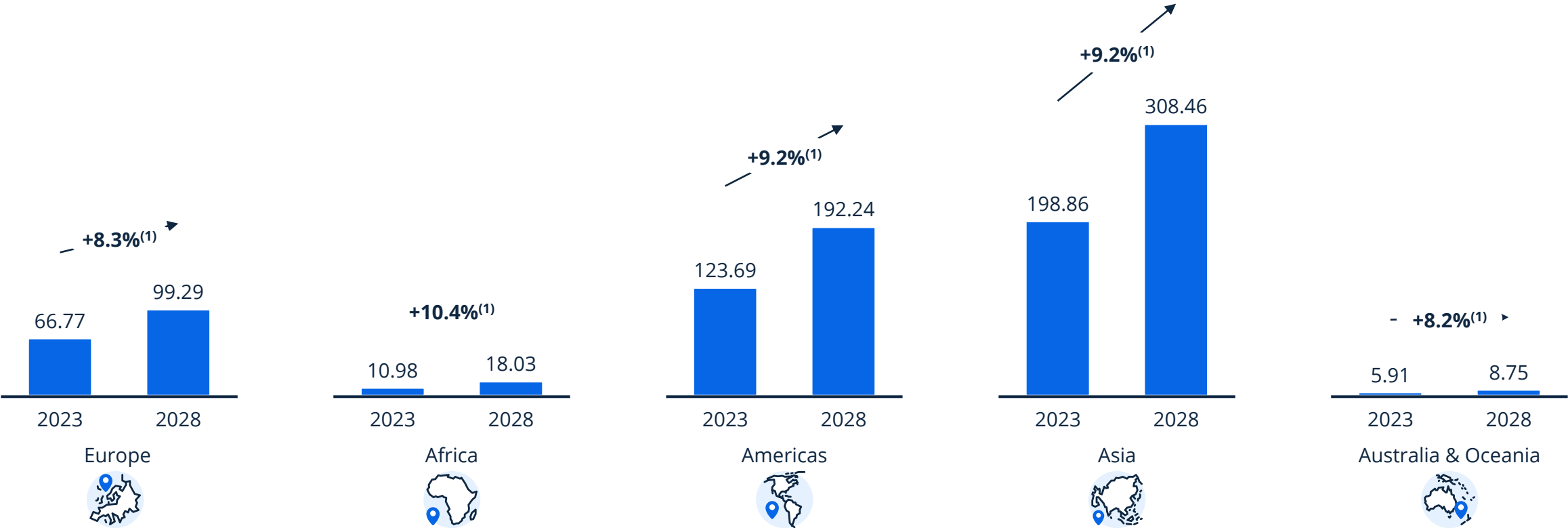
Revenue by market forecast in billion US\$



With revenue by market of US\$ 198.9 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

Revenue by market forecast in billion US\$



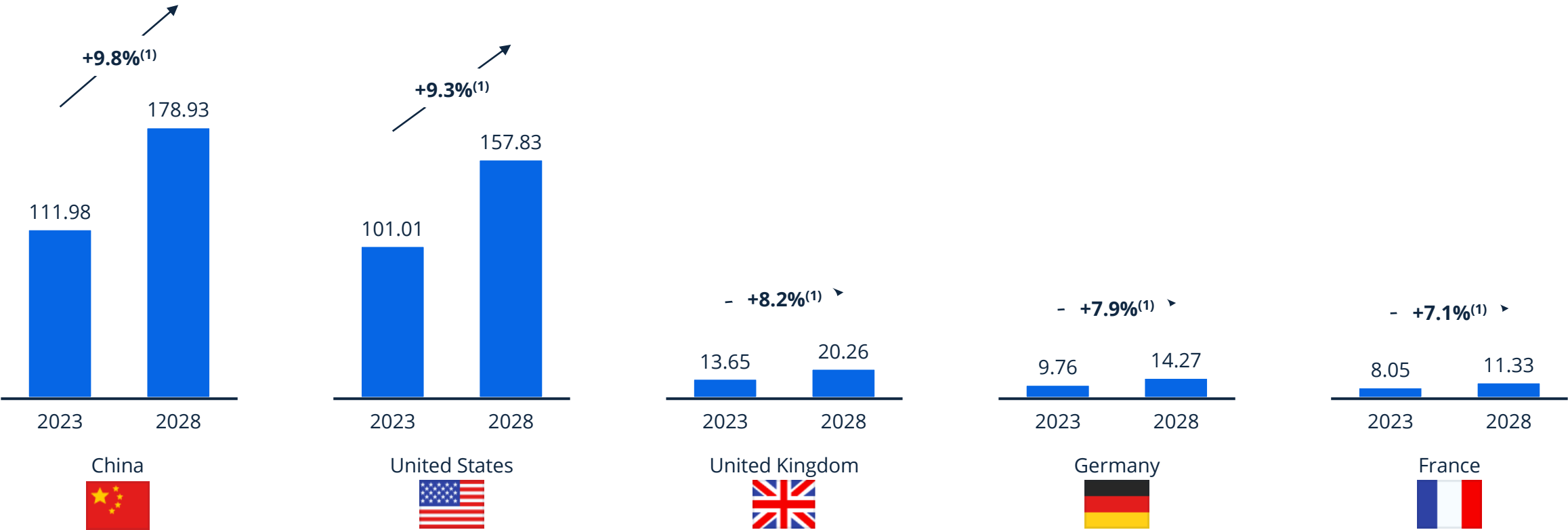
34 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With revenue by market of US\$ 112.0 billion, China is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

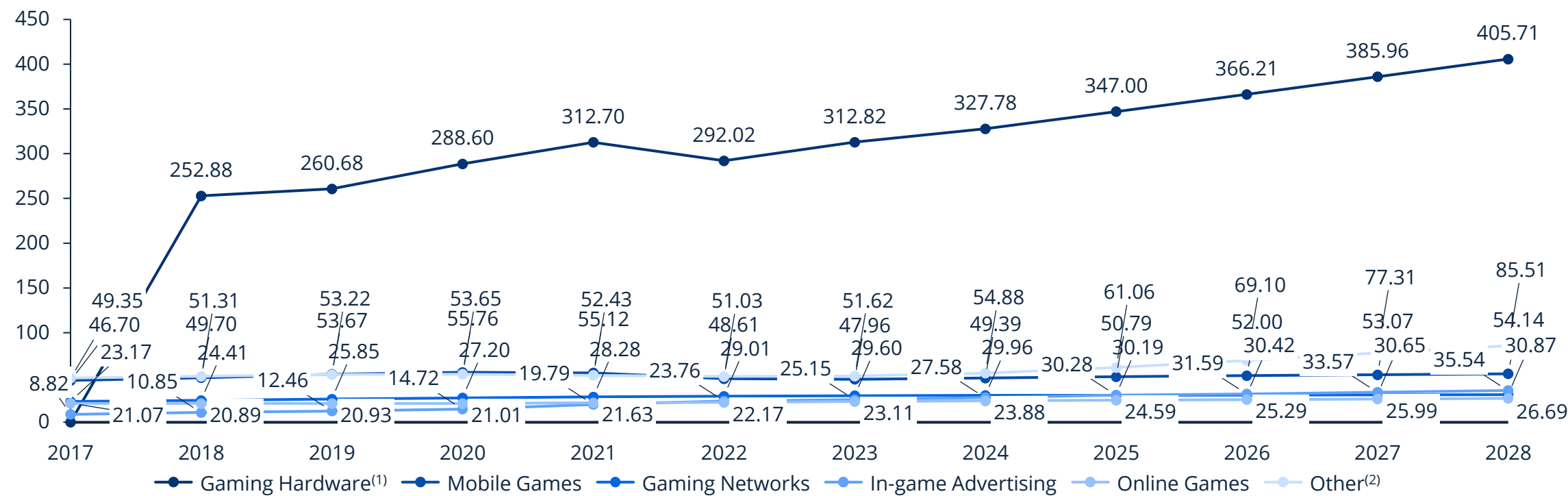
Revenue by market forecast in billion US\$



Games average revenue per user by markets are estimated to increase from 2017 to 2028

Market Size: Global

Average revenue per user by market forecast in US\$



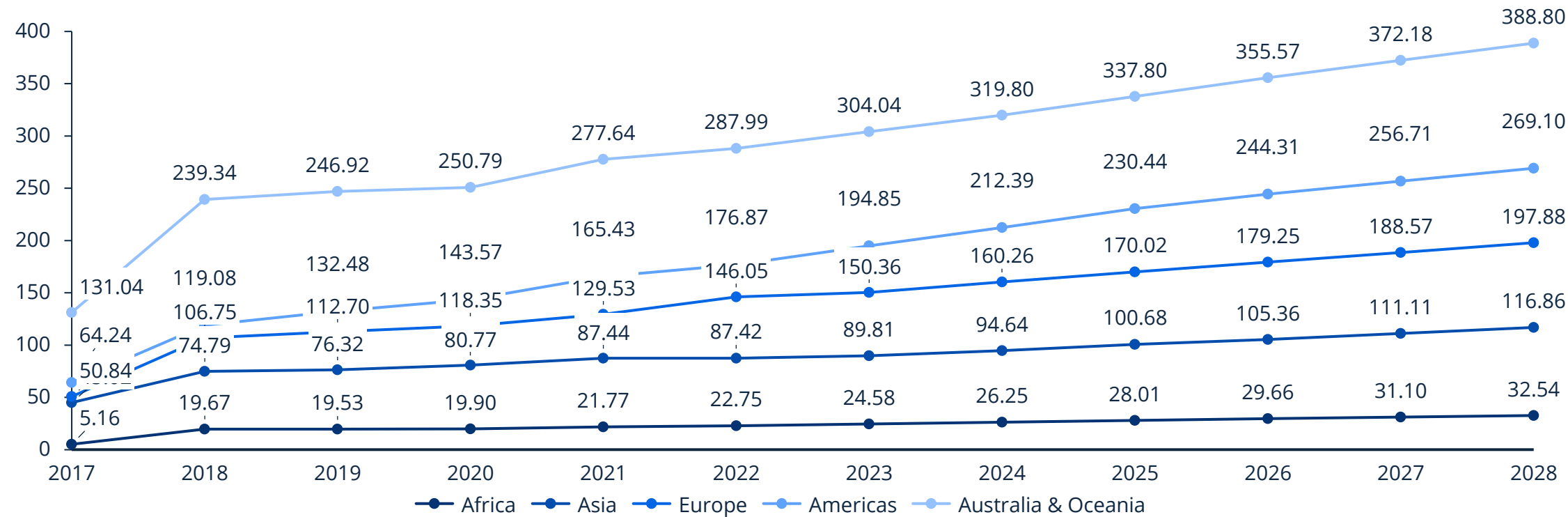
36 | Notes: (1) Gaming Hardware starts in 2028 (2) Other: Games Live Streaming, Cloud Gaming, Physically Sold Video Games, Download Games

Sources: Statista Market Insights 2023

Australia & Oceania has the biggest market in Games average revenue per user by market in 2028

Market Size: Regional Comparison (1/2)

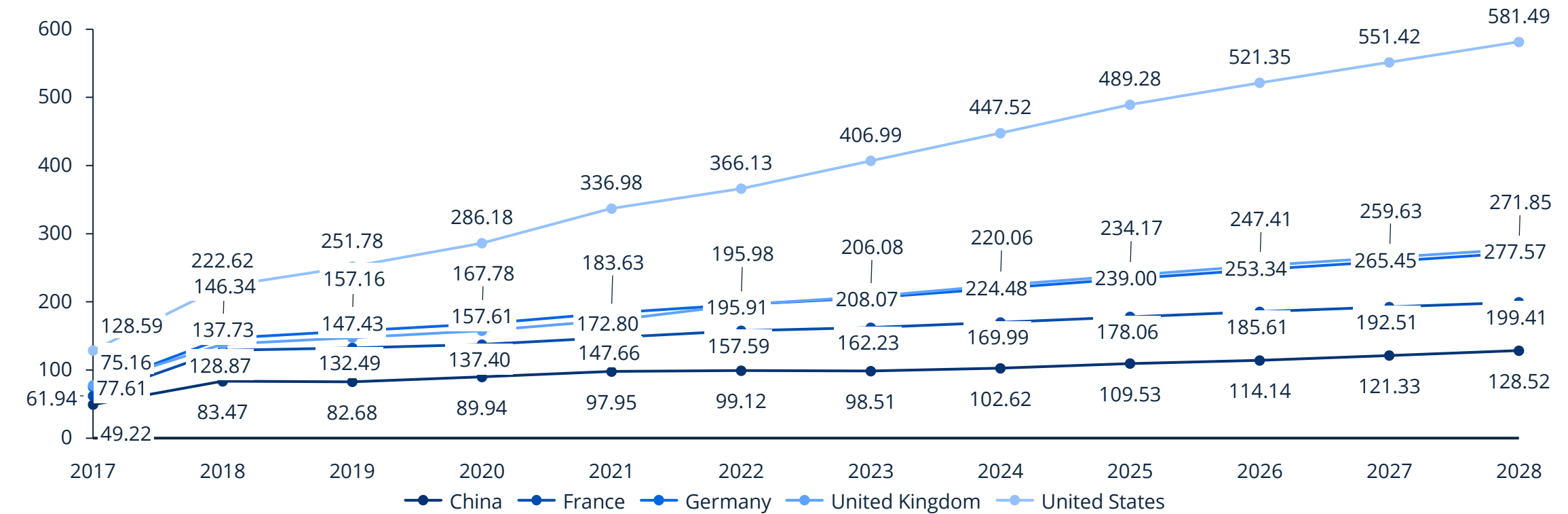
Average revenue per user by market forecast in US\$



With average revenue per user by market of US\$ 407.0, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

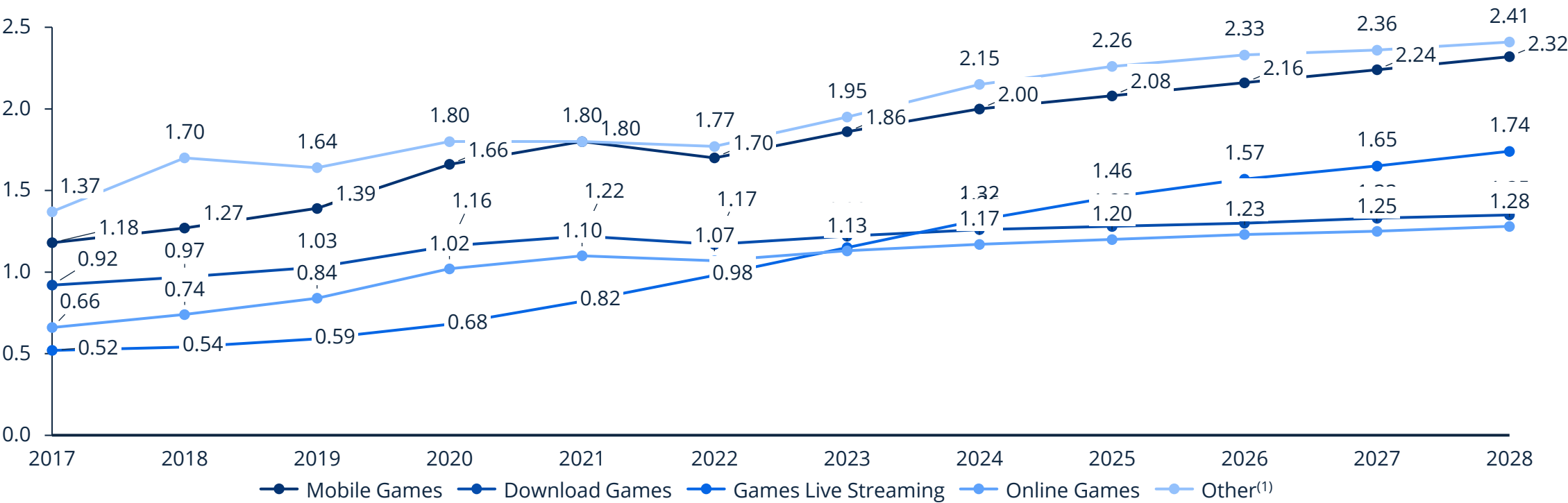
Average revenue per user by market forecast in US\$



Games users by market are estimated to increase from 2017 to 2028 up to 2.32 billion mobile gamers

Market Size: Global

Users by market forecast in billion



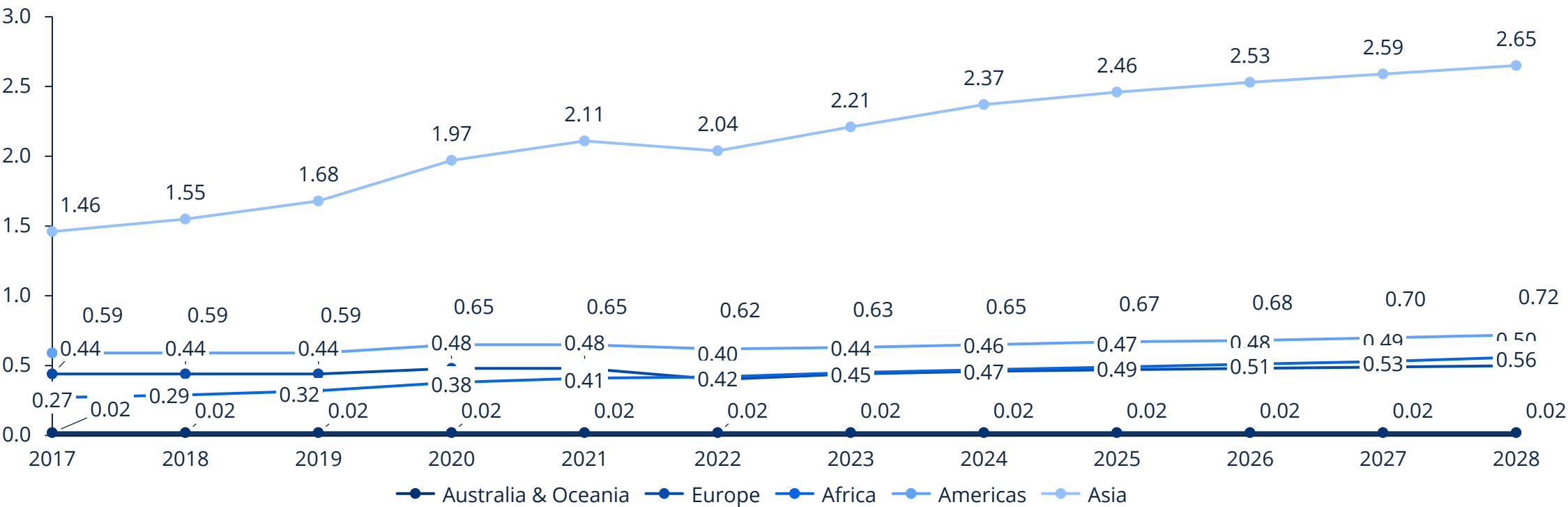
39 Notes: Other: Gaming Networks, Cloud Gaming, Physically Sold Video Games, Gaming Hardware

Sources: Statista Market Insights 2023

Asia has the biggest market in Games users by market in 2028 with over 2.6 billion gamers

Market Size: Regional Comparison (1/2)

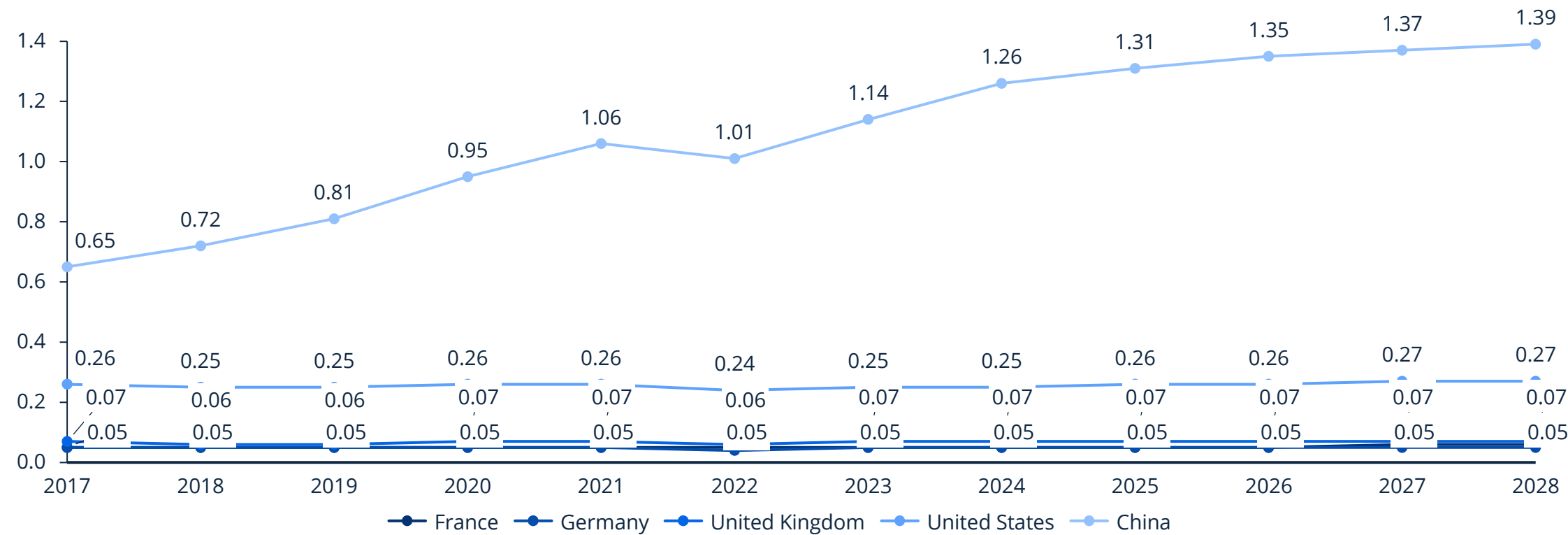
Users by market forecast in billion



With users by market of 1.1 billion, China is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Users by market forecast in billion



Revenues of the top companies in the Games market (worldwide & consolidated)

Further Market Analysis

Company revenues in billion

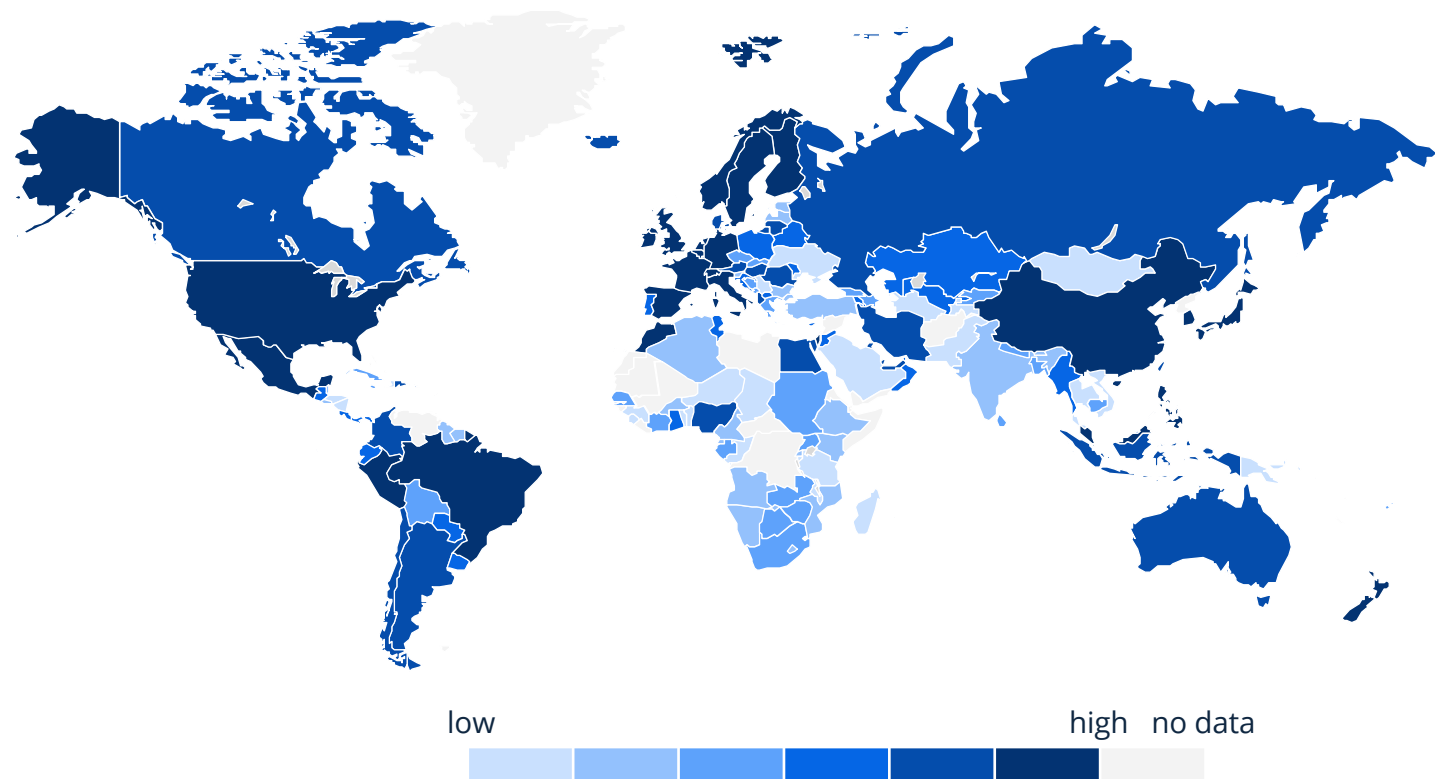
Company	2018	2019	2020	2021	2022
Activision Blizzard	7,5	6,49	8,09	8,8	8,09
Bandai Namco	6,14	6,8	8,33		
Electronic Arts	5,54	5,15	6,99		
Microsoft	110,36	168,09	198,27	110,36	
Nintendo	10,87	12	16,47	15,45	
Sega Sammy	3	3,36	2,6	2,92	
Sony	78,48	75,77	84,28	90,4	
Take-Two Interactive Software	2,67	3,09	3,37	3,5	
Tencent	47,26	54,61	69,86	86,85	90,81

Penetration rate for Games is especial high in the United Kingdom but also in Japan

Penetration Rate: Worldwide Comparison

Games penetration rate per country in 2023 in %

1.	United Kingdom	95.40
2.	Japan	85.02
3.	Sweden	82.39
4.	Ireland	80.95
5.	South Korea	78.82



Nintendo is one of the three top-selling video gaming companies

Company profiles: Nintendo



Nintendo key facts

Revenue: US\$15.089 billion (2022)	CAGR ⁽¹⁾ : 8.74% (2021 to 2022)
Net Income: US\$4.251 billion (2022)	Headquarters: Kyoto, Japan
Nintendo Switch Online subscribers: 36 million (Sep. 2022)	
Founded: 1889	Consoles sold: 21.7 million (2020)

Product: Video games and consoles

Nintendo is a Japanese video gaming company that gets most of its revenue from their portable console Nintendo Switch. Nintendo produces videogames and sells videogame consoles, one of their most famous consoles other than Switch being Game Boy, Nintendo DS and Nintendo Wii. As of 2023, Nintendo mostly focuses on Nintendo Switch and game production for the said console. In March 2023 Nintendo shut down their eShops for Wii U and 3DS, no longer making it possible to make online purchases.

Availability of Nintendo eShop in 89 countries



Nintendo's digital strategy

In addition to selling physical videogames, Nintendo uses their digital shop, Nintendo eShop, to sell games in digital format. It has proven to be successful, as digital format becomes the main source of revenue. In the US, 91% of the Nintendo Switch game releases were distributed online, where just 9% were available in physical stores. Other than that Nintendo provides players with an opportunity to play games online with other players with their Nintendo Switch Online subscription service, that allows online access to all games that provide players with a multiplayer option. The subscription also allows players to back up data in the Cloud, play classic games from Game Boy, NES and Super NES catalogue.

44 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Company information; macrotrends

MARKETS

Music, Radio & Podcast



The Music, Radio & Podcasts market is a market that is undergoing a change but will still witness significant growth

Overview: Summary

Summary

The music industry is currently dominated by streaming services such as Spotify, Apple Music, and Tidal, with more and more people subscribing to these services rather than buying physical albums. Independent artists and record labels are also on the rise, using social media and other online platforms to reach fans directly. Another trend in music is the growing emphasis on spoken-word music, such as spoken-word poetry, audio dramas, and "music storytelling." However, physically recorded music is more likely to lose its strength from earlier time periods. In the next year, the segment is witnessing a decrease in market size.

The radio industry is witnessing the growth of internet radio, which allows people to listen to their favorite stations from anywhere in the world. Virtual assistants like Amazon's Alexa and Google Home are also playing a role in the radio industry, as people are increasingly asking these devices to play specific songs or radio stations. On-demand audio content like podcasts is also affecting traditional radio stations and changing the way people consume audio.

Podcasts are growing in popularity, with millions of new shows launching every year covering a wide range of topics from politics and news to comedy and fiction. True crime podcasts have become a major genre in their own right, and "audio dramas" or "fiction podcasts" are attracting audiences who enjoy immersive storytelling experiences.

Music, Radio & Podcasts is an important part of the Media Market

Overview: Market Definition

Market definition

The Music, Radio & Podcasts segment comprises all revenues generated by traditional and digital radio advertising, consumer purchases of live music event tickets, all sales of tangible audio recording formats, paid digital downloads of professionally produced single tracks/compilations, ad-supported services, and subscription-based, on-demand streaming services. Non-audio services, such as video streaming and pay-TV, are not included in this segment. Detailed definitions can be found in the individual market segments.

+ In scope

This segment includes:

- Radio advertising
- Consumer spending on live music event tickets
- Sales of tangible audio recording formats (e.g., CDs)
- Paid digital music downloads
- Ad-supported and subscription-based, on-demand audio streaming services

- Out of scope

This segment excludes:

- All non-audio services such as video streaming

Music, Radio and Podcast total accounted for 6.64% of the Total Media market revenue in 2022

Overview: Key Takeaways



Key Takeaways

Music, Radio and Podcast total sales are estimated to increase at a CAGR⁽¹⁾ of 4.14% from 2017 to 2027. In 2022, they amounted to US\$87.88 billion.

In the Media: Music, Radio and Podcast total segment, the United States and Germany accounted for the highest revenues in 2022, with US\$34.09 billion and US\$6.92 billion respectively.

Artificial intelligence will play an important role in future music composition

Deep dives: artificial intelligence changes music

Using AI for the composition of music sounds like a vision from the far future. In reality, AI is already a part of the professional production of today's music. Compared to the beginning of this development in the 1990s, when software was able to randomly rearrange parts of different lyrics, music-making programs nowadays influence music production on a deeper level. Apps like Apple's Logic already use AI to automatically detect and mark the tempo of soundtracks. Apart from Apple a bunch of other big companies like IBM and Google have discovered the potential of AI in the field of music creation. The base of AI-supported music software are deep learning networks that analyze large amounts of (music) data in order to find patterns within chords, tempo, length or notes and to eventually write melodies. Such software often lacks a simple usability. An exception from this is Amper Music, an easy-to-use website which does not request any coding skills nor experience in music composition. Users simply have to set preferences based on prerecorded samples, change tempo and key, and choose which instruments they want to have present in the audio.

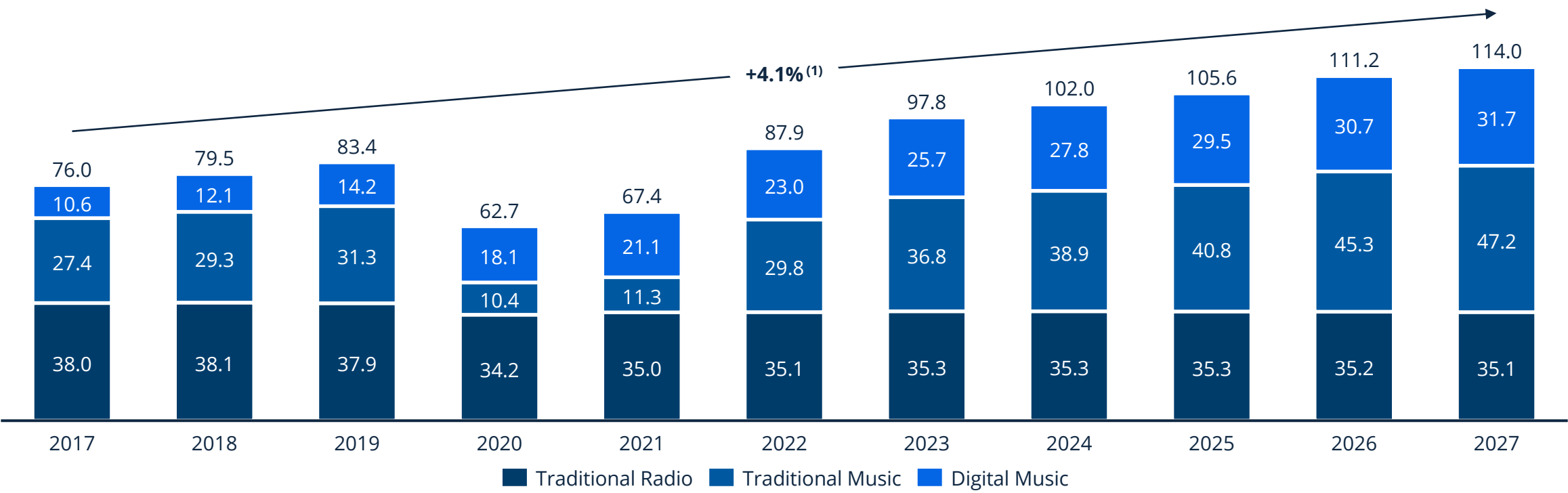
From here it is no big step to producing songs or whole albums for the masses. Moreover, the simplicity of software like Amper also enables amateurs to let their creativity and visions run free.



Music, Radio & Podcasts revenue is estimated to increase at a CAGR⁽¹⁾ of 4.1% from 2017 to 2027

Market Size: Global

Revenue forecast in billion US\$



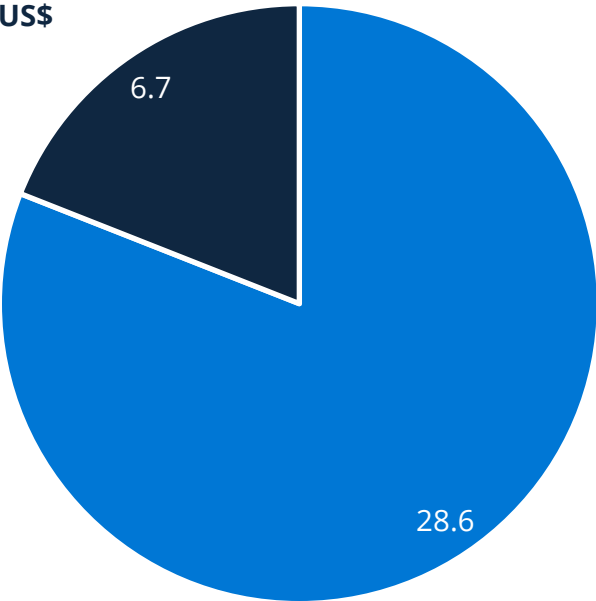
50 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

In Digital Music, Music Streaming has the highest market share for 2023

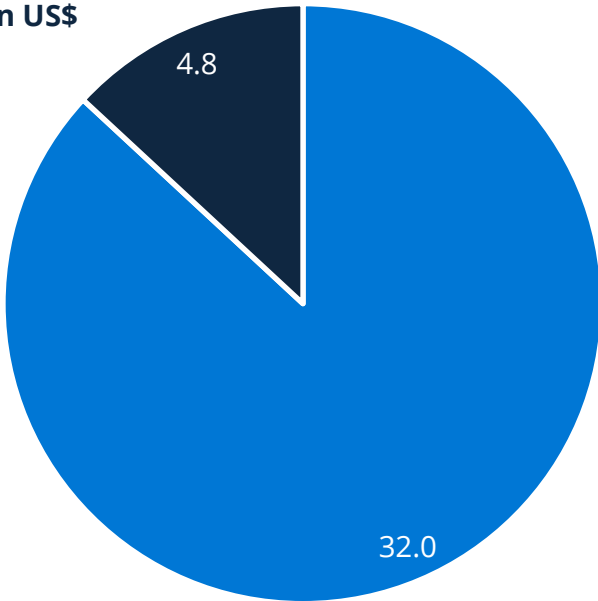
Revenue split worldwide

Revenue split for 2023 in Traditional Radio in billion US\$



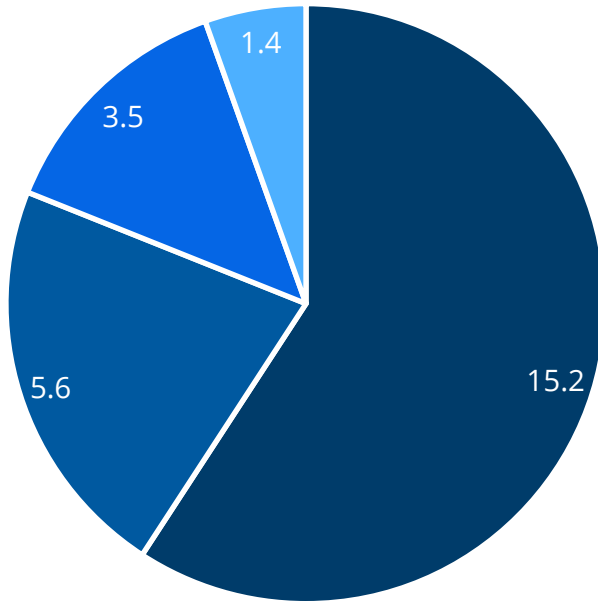
- Traditional Radio Advertising
- Public Radio License Fees

Revenue split for 2023 in Traditional Music in billion US\$



- Live Music Ticket Sales
- Physically Recorded Music

Revenue split for 2023 in Digital Music in billion US\$

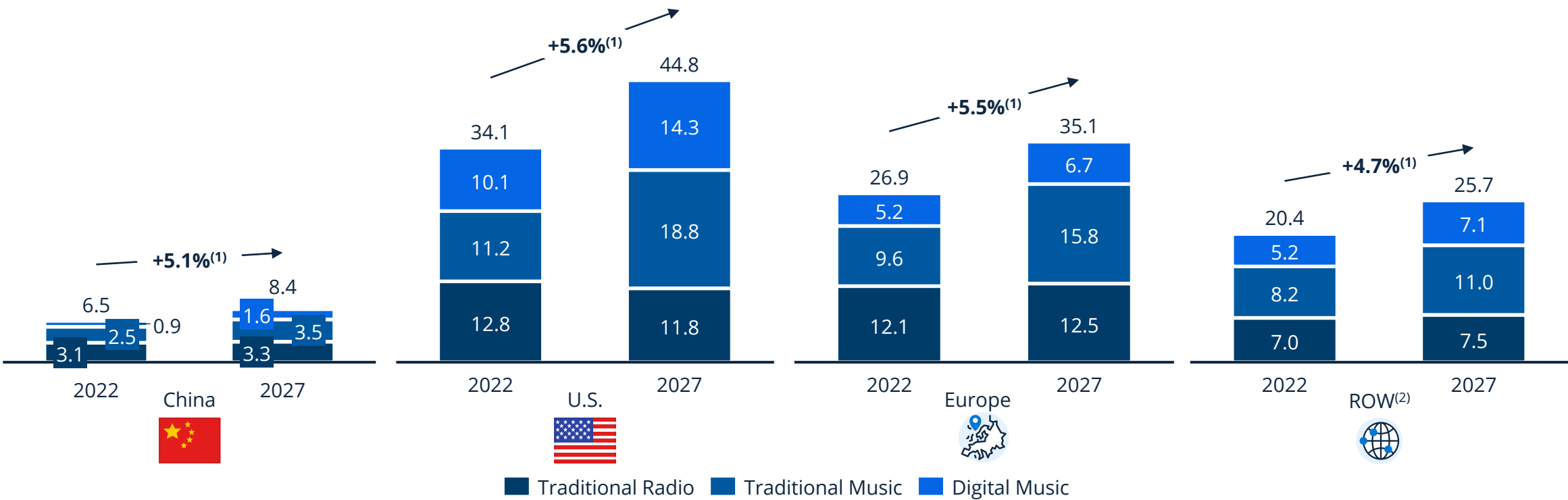


- Music Streaming
- Music Streaming Advertising
- Podcast Advertising
- Music Downloads

The United States shows the biggest growth in Music, Radio & Podcasts revenue with a CAGR⁽¹⁾ of 5.6%

Market Size: Regional Comparison (1/2)

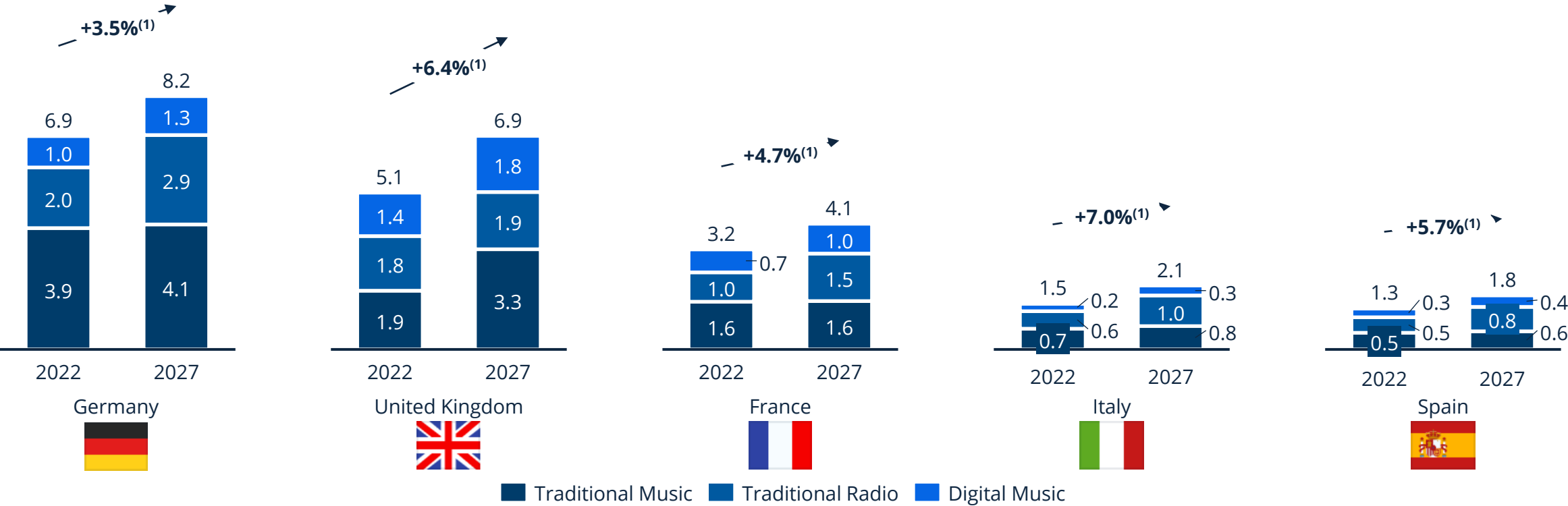
Revenue forecast in billion US\$



With revenue of 6.9 billion US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

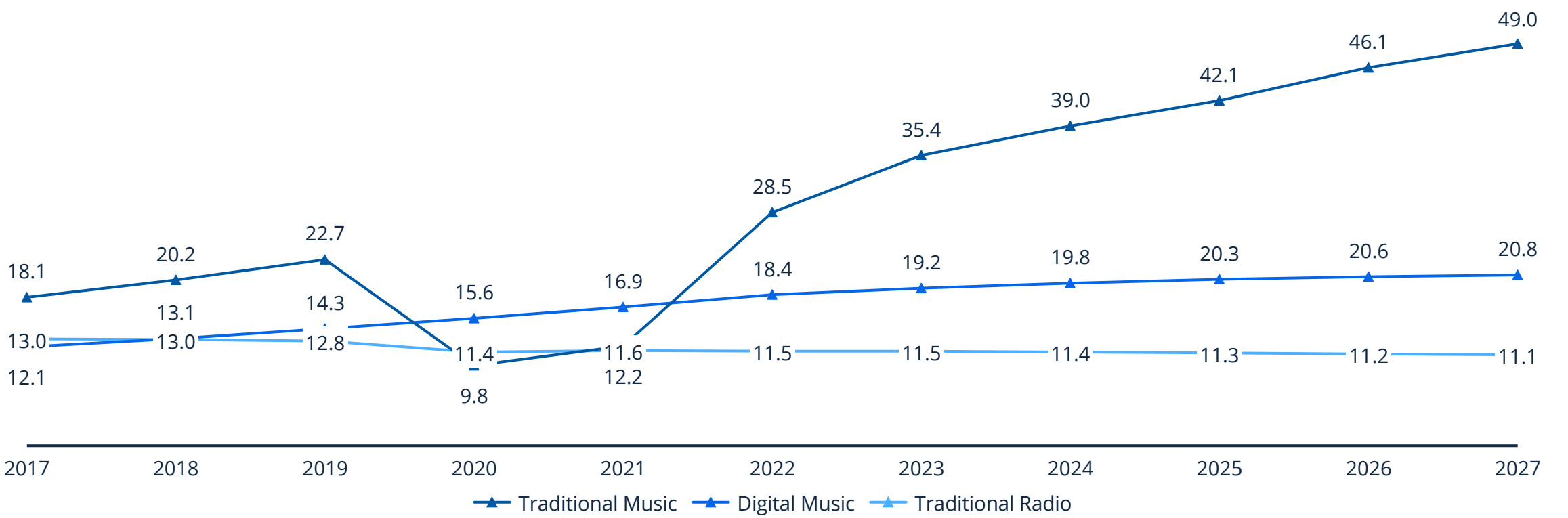
Revenue forecast in billion US\$



Music, Radio & Podcasts average revenue per listener is estimated to increase from 2017 to 2027

Market Size: Global

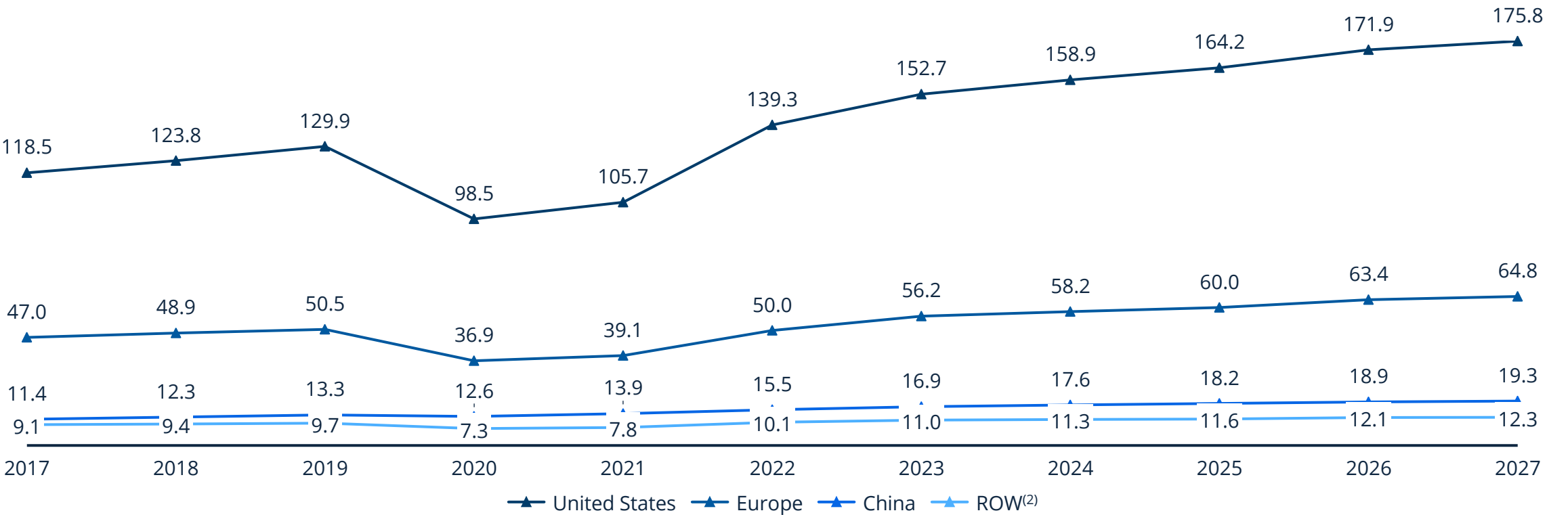
Average revenue per listener forecast in US\$



The United States has the biggest market in Music, Radio & Podcasts average revenue per listener in 2022

Market Size: Regional Comparison (1/2)

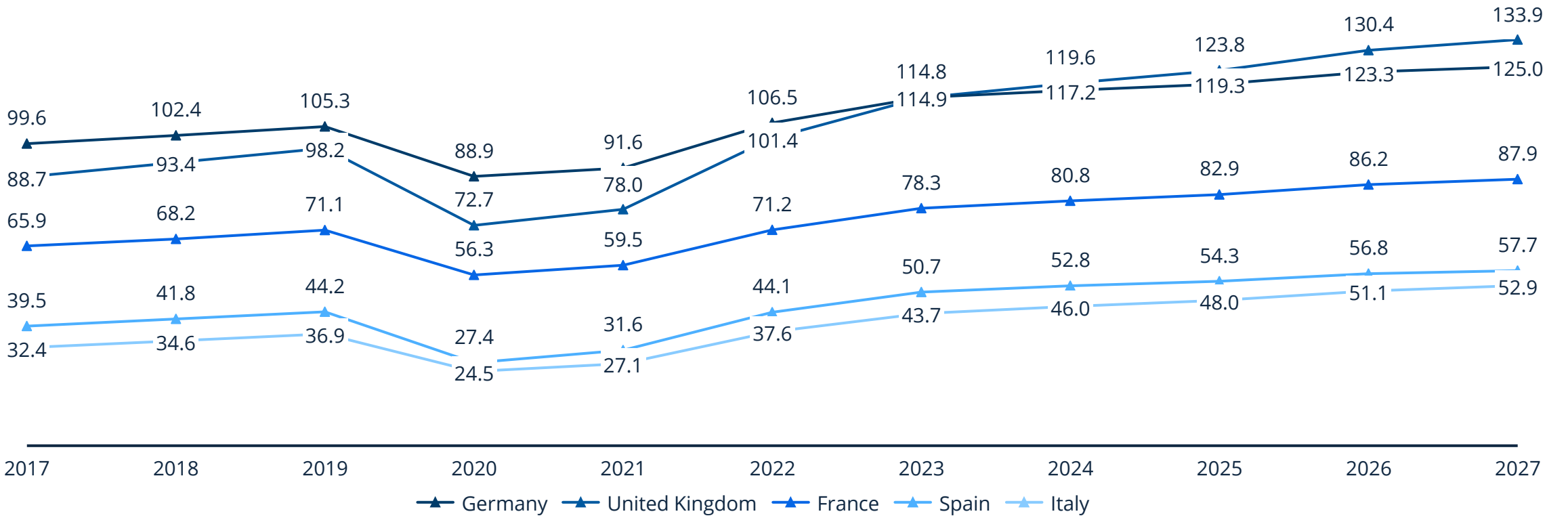
Average revenue per listener forecast in US\$



With average revenue per listener of 106.5 US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

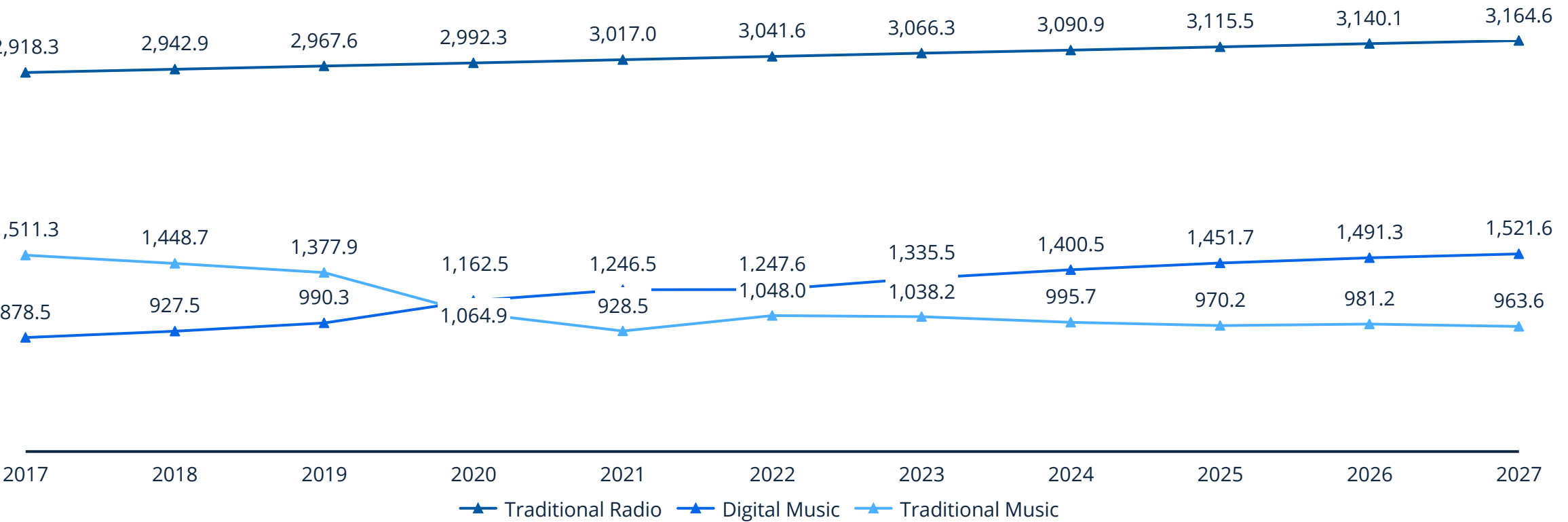
Average revenue per listener forecast in US\$



Music, Radio & Podcasts listeners are estimated to increase from 2017 to 2027

Market Size: Global

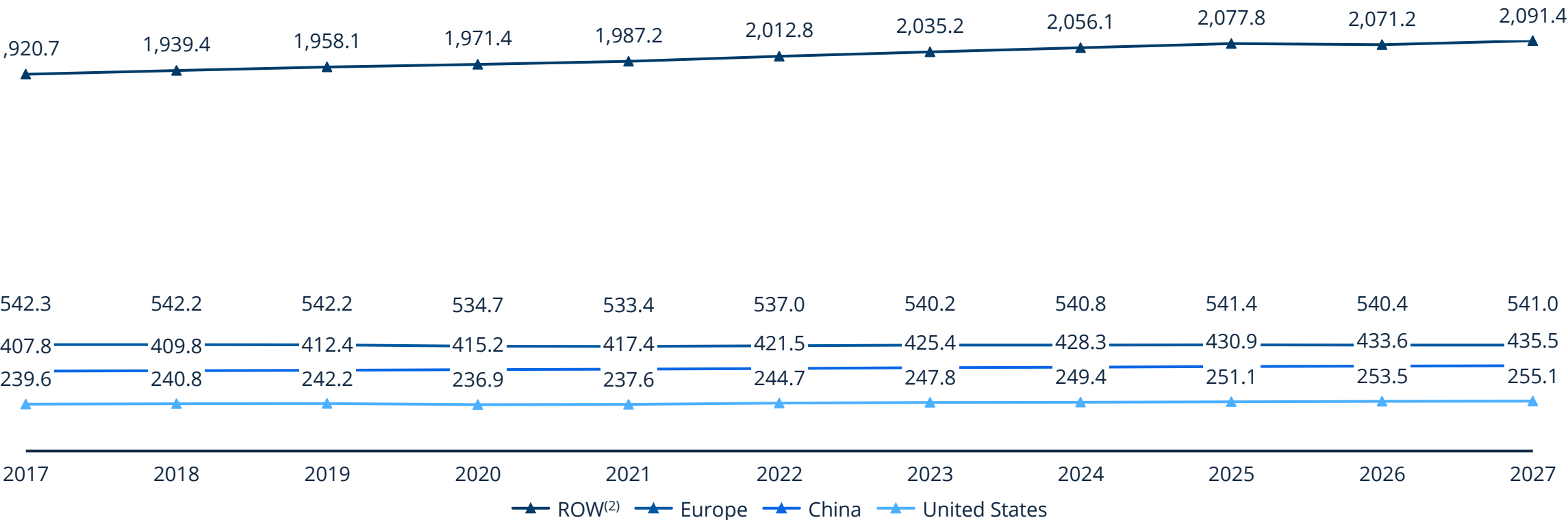
Listeners forecast in millions



Europe has the biggest market in Music, Radio & Podcasts listeners in 2022

Market Size: Regional Comparison (1/2)

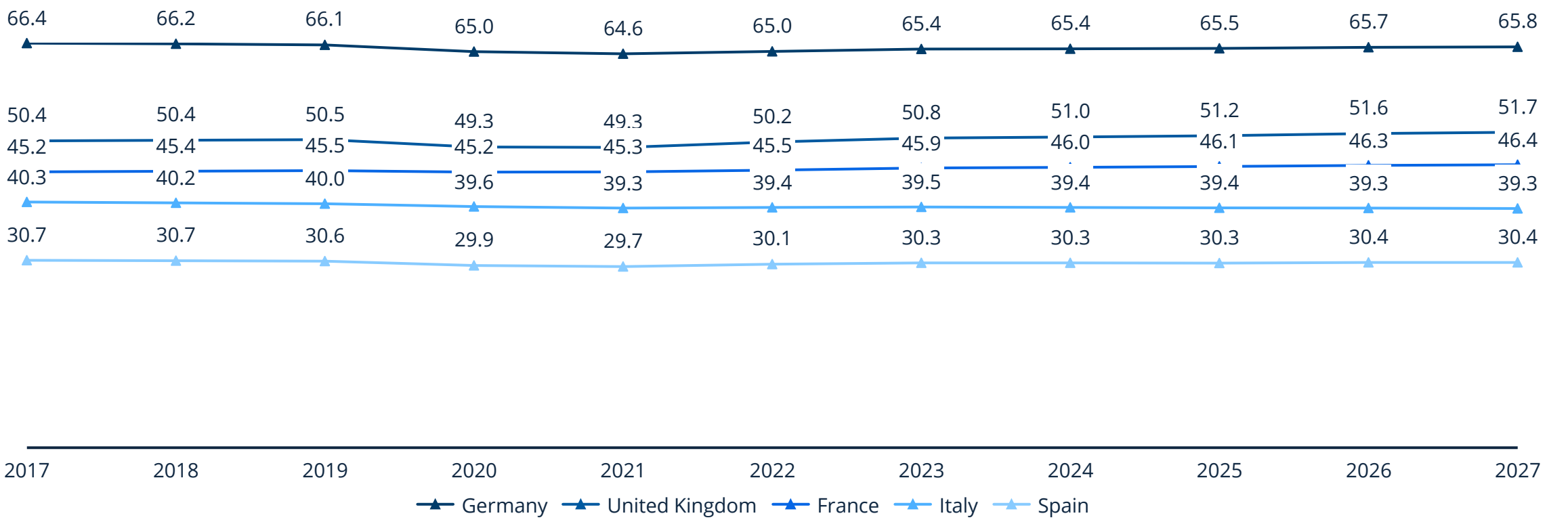
Listeners forecast in millions



With listeners of 65.0 million, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Listeners forecast in millions

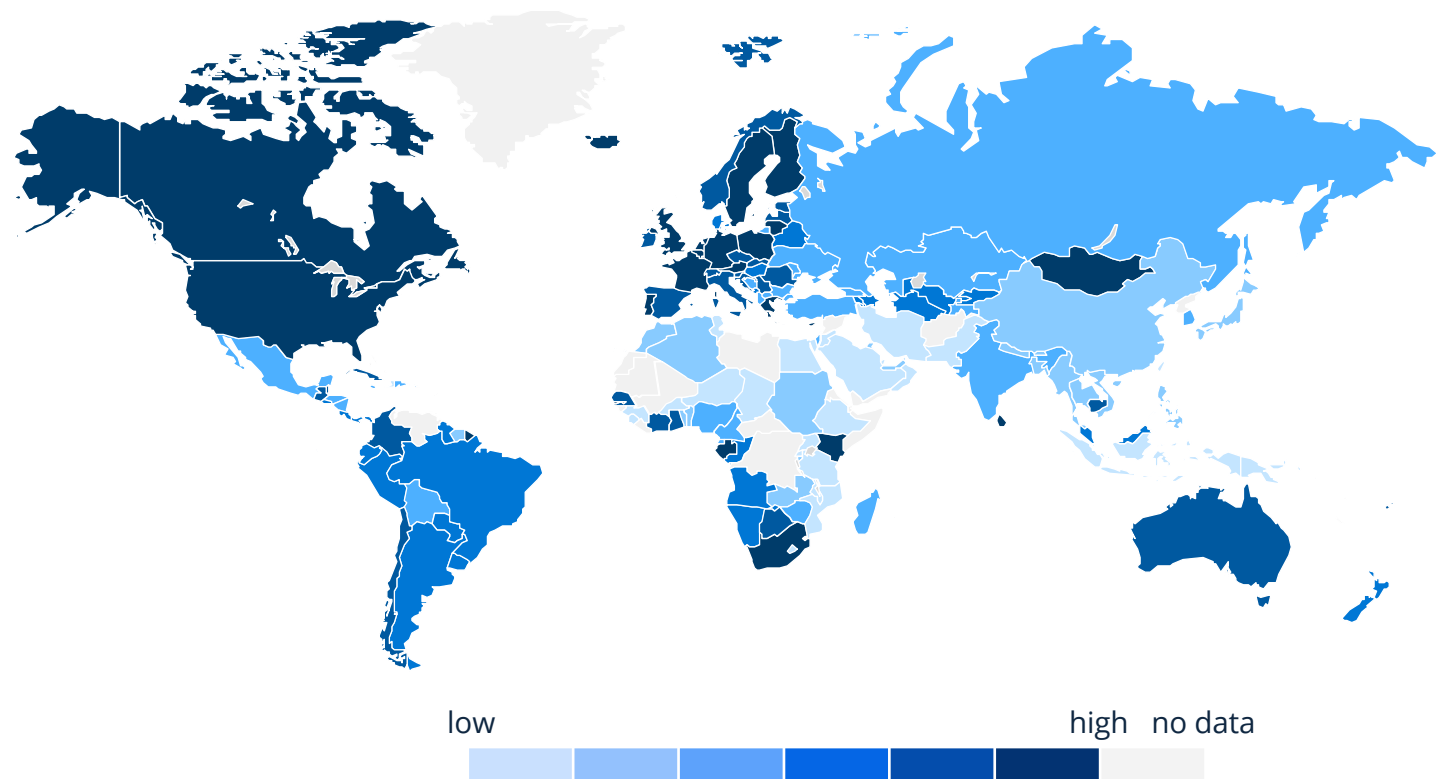


Penetration rate for Music, Radio & Podcasts is especially high in Finland but also in Austria

Penetration Rate: Worldwide Comparison

Music, Radio & Podcasts penetration rate per country in 2022

1.	Finland	0.78
2.	Austria	0.78
3.	Germany	0.78
4.	Luxembourg	0.77
5.	Cyprus	0.77



Spotify is the world's leading Music Streaming service

Company profiles: Spotify



Spotify key facts

Revenue: **US\$7,880 million (2020)**

CAGR⁽¹⁾: **16.5% (2019 to 2020)**

Employees: **4,915 (2020)**

Paid subscribers: **155 million (2020)**

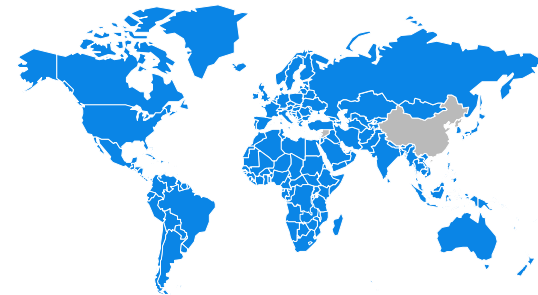
Founded: **2006**

Headquarters: **Stockholm, Sweden**

Product: streaming service

Spotify takes a pioneering role in music streaming and was one of the first commercial services of this kind. It was founded in 2006 and launched in 2008. Music piracy was very common at that time and Spotify was founded as the first legal alternative to illegal downloads. For a monthly subscription fee of US\$9.99⁽²⁾ users gain unlimited access to Spotify's library of over 70 million songs. All tracks can be listened to on a wide range of different devices and can be stored offline. Spotify has recently expanded to new markets and is now present in 170 countries. The company went public on April 3, 2018, with current market cap around US\$47 billion.

Availability of Spotify in 78 countries



Spotify's digital strategy

Spotify records a constantly growing revenue and user over the past 10 years, however the company reported first profit in 2018. Moreover, it is facing fierce competition from Amazon Music, Apple Music and YouTube Music which have a large potential customer base from other products and services along with ability to combine music streaming with their existing products and services. Consequently, Spotify is primarily trying to extend the number of its ad-supported users in order to convince them to switch to a subscription plan. Therefore, the company is investing strongly in exclusive content like early access to music albums or other content such as podcasts.

Live Nation Entertainment had a total of 310 million fans in 2021

Company profiles: Live Nation (1/2)



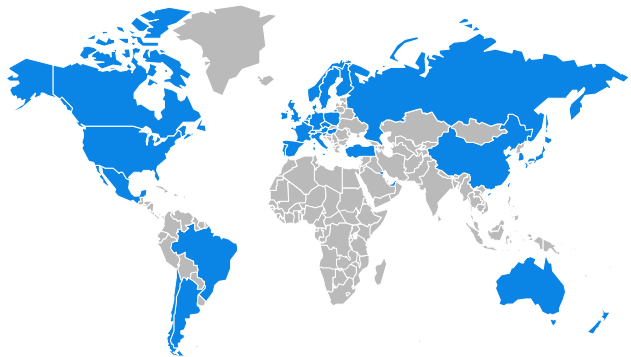
Key facts 2021

Revenue:	US\$6.3 billion
CAGR ⁽¹⁾ :	502%
Internet Tickets sold:	282 million
Active countries:	45
Employees:	8,200
Headquarters:	Los Angeles, U.S.
Founded:	2010

Product: Ticketmaster

Live Nation Entertainment is a global entertainment company, formed after the merger of Live Nation and Ticketmaster in 2010. It operates through four business segments: Concerts, Ticketing, Artist Nation, and Sponsorship and Advertising. The selling of Event Tickets is organized by Ticketmaster with its online platform and mobile app. They partner with Facebook to allow users to purchase their tickets directly on the social network. Ticketmaster International operates in 20 different countries with local eCommerce sites, servicing over 230+ million customers per year with 30 international offices and 1,500 local experts that engage across the partner social media platforms.

Global presence



Digital strategy

Live Nation Entertainment Concerts is continuously expanding its global market share, adding almost 5 million fans globally in 2019 to a total of over 98 million fans. Revenues are up by US\$4.4 billion in 2021 to a total of US\$6.3 billion. Ticketmaster.com is the global leader in event ticketing and one of the world's top five eCommerce sites, with over 27 million monthly unique visitors. The platform is continuously implementing new digital features to drive the expansion of mobile ticket transactions and to increase conversion. Mobile visitors have already outnumbered desktop users..

62 | Notes: (1) CAGR: Compound Annual Growth Rate (2) U.S. price

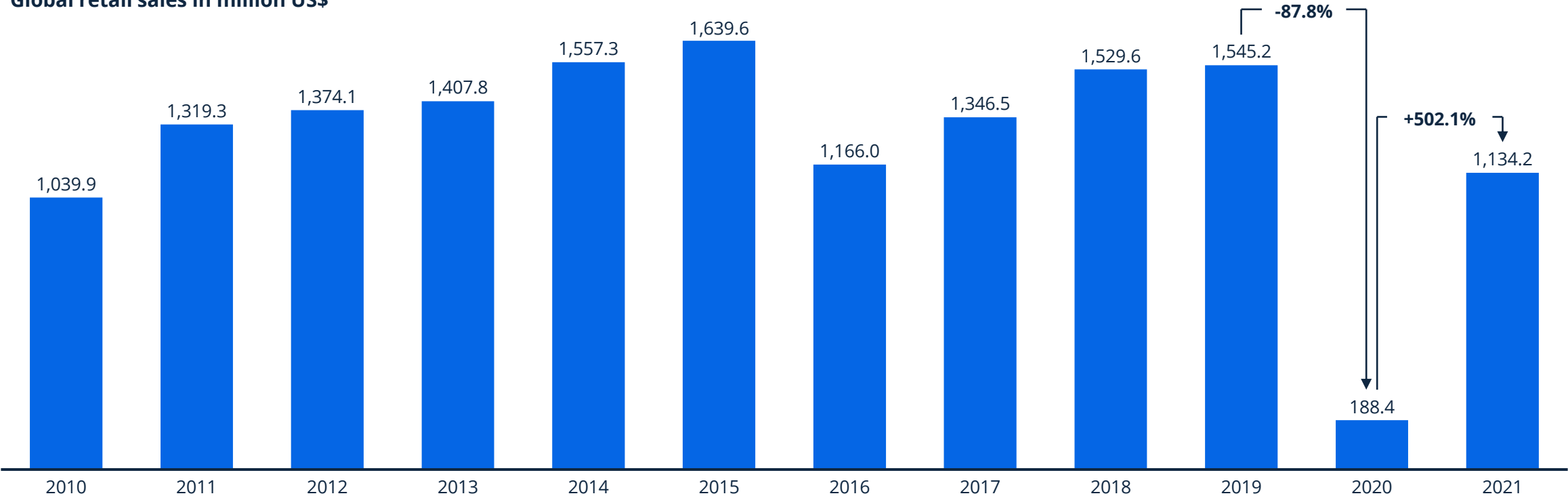
Sources: Company information

Live Nation Entertainment's ticketing revenue took a big hit in 2020, down 87.8% with an astonishing 500% recovery in 2021

Company profiles: Live Nation (2/2)



Global retail sales in million US\$



iHeartRadio as one of the examples of a digitalized radio platform

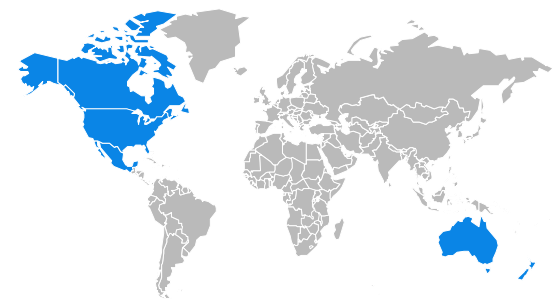
Company profiles: iHeartRadio



iHeart key facts

Revenue: US\$3.56 billion (2021)	CAGR ⁽¹⁾ : 21% (2020 to 2021)
Net income: US\$211.2 million (2021)	AM&FM radio stations: 860 (2022)
Radio launched: 2008	Headquarters: San-Antonio, U.S.

Availability of iHeartRadio



Product: Radio platform

iHeartRadio, owned by iHeartMedia, is an American streaming platform for radio, broadcast and podcast. Most of iHeartMedia’s revenue comes from iHeartRadio broadcasting and digital services, such as subscription to iHeartRadio, sale of streaming and display advertisements on digital platform. Currently iHeartRadio is one of the biggest names in the U.S. broadcasting market, reaching 128 million registered users in 2019. iHeartRadio operates across 250 platforms such as web browser, mobile, smart-watches, virtual assistants, automobiles, gaming consoles, TVs, tablets, their iheartradio app reaching 1.7 billion downloads In 2018.

iHeart’s digital strategy

Considering the digitalization of all media formats, radio is meant to develop as well. iHeartRadio has two ways of staying relevant even for those not using it to listen to in their car, by introducing their app, available on so many platforms, even including gaming consoles and wearable gadgets, such as smart-watches. Their other strategy lies in the overall approach, where they personalize music stations for their listeners, or allowing them to “Like” or “Dislike” the song that is currently playing, sending feedback to the station and customizing further experience for the users. On so-called customized stations this can lead to certain songs never playing again and the liked ones appearing more often, further adding more similar songs to user’s “My Favorites Radio”.

MARKETS

Newspapers & Magazines



The Newspapers & Magazines market continuously decreasing in the next years

Overview: Summary

Summary

Newspapers and magazines are facing a challenging market environment due to the shift towards digital media. However, print media continues to play an important role in delivering news and information to the public. Some factors driving growth in this sector include increasing literacy rates, growing populations, and the increasing number of people with access to the internet. Furthermore, many consumers are looking for credible and trustworthy sources of information, and print media is still viewed as a reliable source by many. The industry is also seeing growth as a result of innovation in the printing and production process, as well as the increasing popularity of niche publications that cater to specific interests. Despite these growth factors, the industry is still facing significant challenges, including declining advertising revenue, increased competition from digital media, and changing consumer habits. To remain competitive, many newspapers and magazines are shifting their focus to digital platforms, investing in online content, and using social media to reach new audiences.

Newspapers & Magazines is an important part of the Media Market

Overview: Market Definition

Market definition

The Newspapers & Magazines segment includes revenues from physical publications as well as digital replicas (ePapers and eMagazines) distributed to private users (B2C). The market includes both consumer and advertising spending. The Print Newspapers & Magazines market comprises revenues from physical publications (magazines and newspapers) that are sold as subscriptions or as one-time transactions at newsstands. The Digital Newspapers & Magazines market includes revenues generated from digital subscriptions or from one-time downloads of ePapers and eMagazines. Digital revenues can be generated from mobiles, desktop PCs, or tablet devices. Advertising revenues refer to revenues from advertising in traditional publications or from direct advertisements on websites, mobiles, desktop computers, and tablet devices. Detailed definitions can be found in the individual segments.

+ In scope

This segment includes:

- Printed publications (newspapers and magazines) issued periodically and sold on a per-issue basis or by subscription
- Digital content available online (eMagazines and ePapers) and sold as subscriptions or as individual downloads
- Advertising-supported publications
- Printed and digital magazine advertising (consumer-focused magazines only)

- Out of scope

This segment excludes:

- Printed books and eBooks
- B2B sales, resales, and sales between private individuals
- Event- and promotion-media

Media: Newspaper & Magazines total accounted for 12.62% of the Total Media market revenue in 2022

Overview: Key Takeaways



Key Takeaways

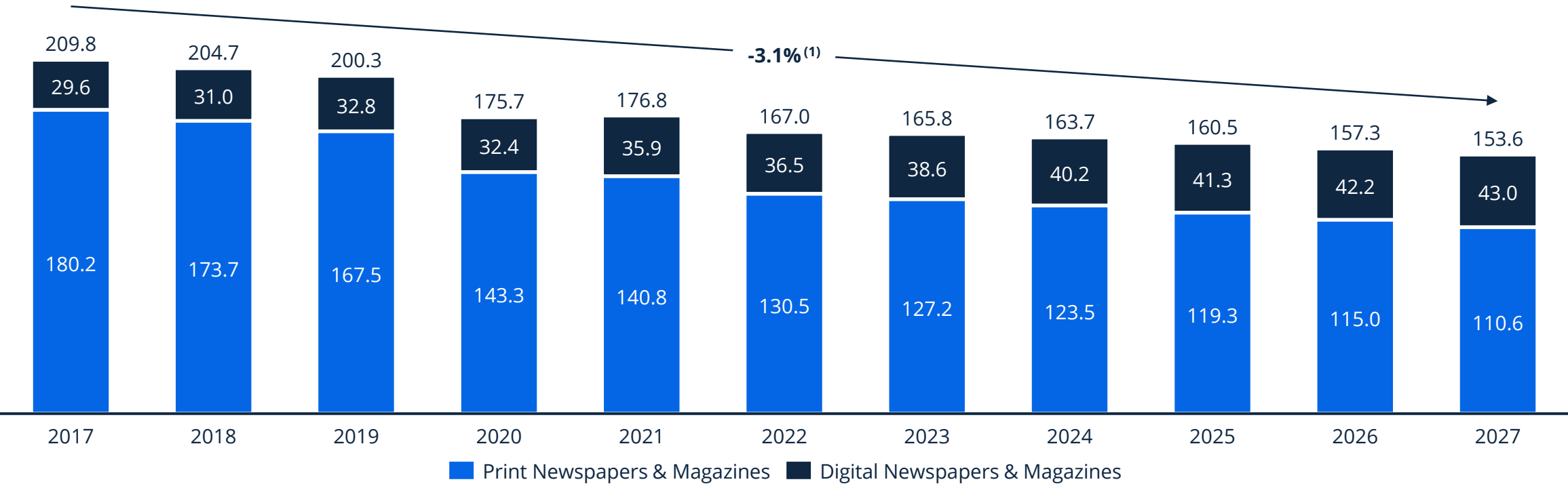
Media: Newspaper & Magazines total sales are estimated to decrease at a CAGR⁽¹⁾ of -3.07% from 2017 to 2027. In 2022, they amounted to US\$166.99 billion.

In the Media: Newspaper & Magazines total segment, the United States and China accounted for the highest revenues in 2022, with US\$43.42 billion and US\$22.59 billion respectively.

Newspapers & Magazines revenue is estimated to decrease at a CAGR⁽¹⁾ of -3.1% from 2017 to 2027

Market Size: Global

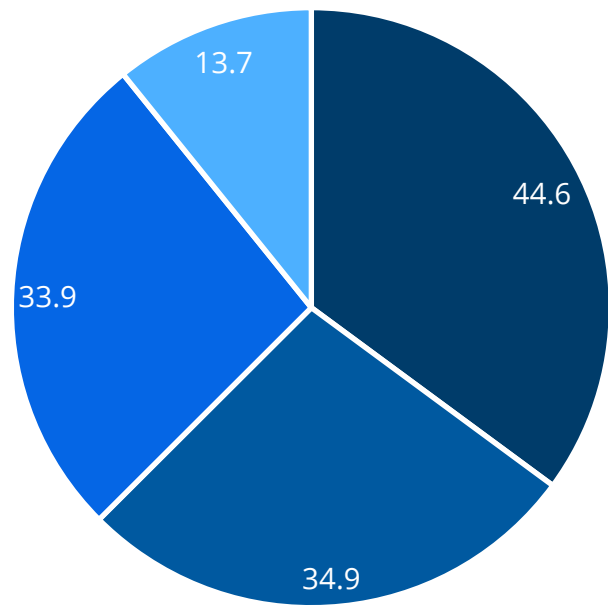
Revenue forecast in billion US\$



Both print and digital markets are fragmented, with Print Newspapers having the biggest share and Digital Newspaper Advertising repsectively

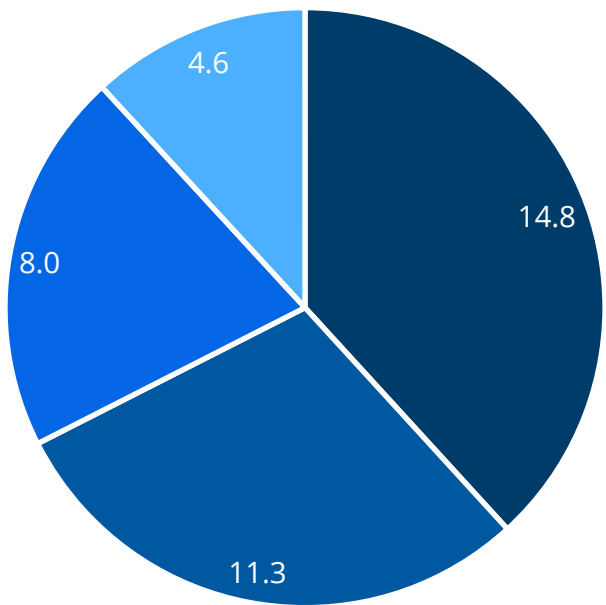
Revenue split worldwide

Revenue split for 2023 in Print Newspapers & Magazines



- Newspapers
- Magazines
- Print Newspaper Advertising
- Print Magazine Advertising

Revenue split for 2023 in Digital Newspapers & Magazines

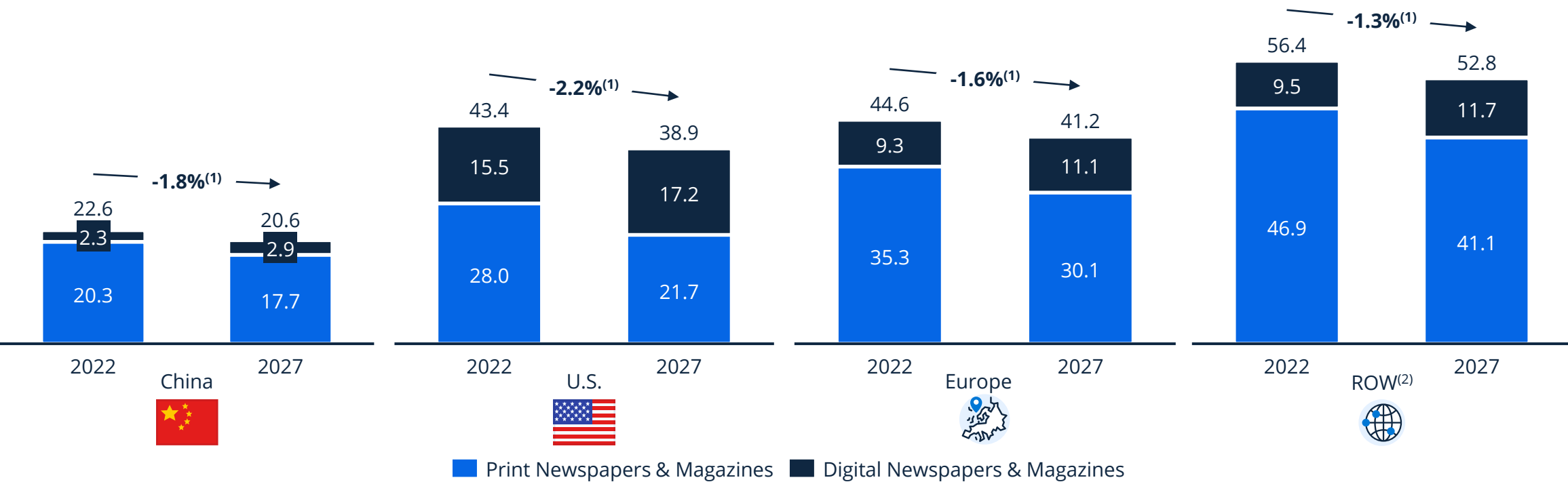


- Digital Newspaper Advertising
- ePapers
- Digital Magazine Advertising
- eMagazines

shows the biggest growth in Newspapers & Magazines revenue with a CAGR⁽¹⁾ of 0%

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



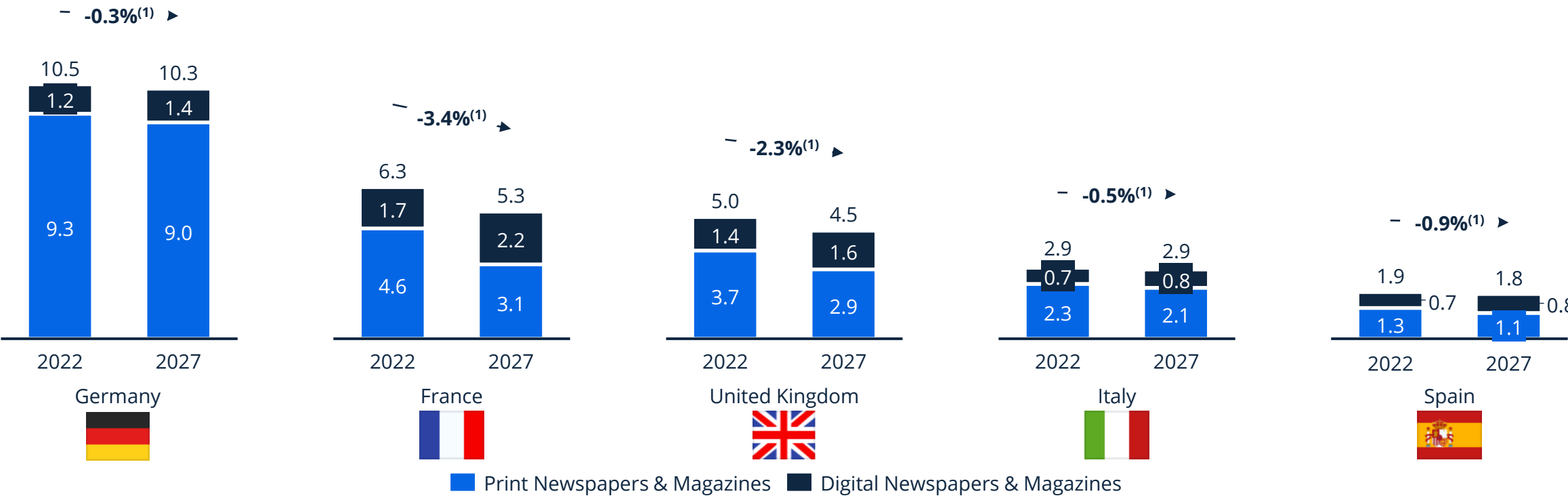
71 | Notes: (1) CAGR: Compound Annual Growth Rate (2) ROW: Rest of the World

Sources: Statista Market Insights 2023

With revenue of 10.5 billion US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

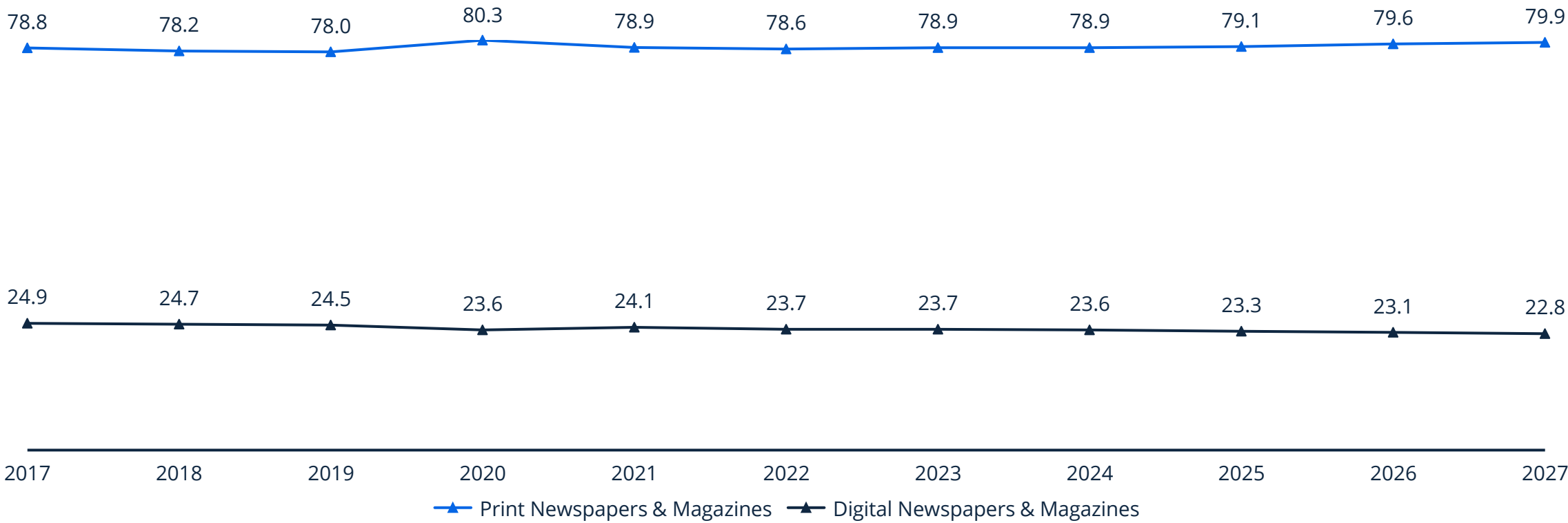
Revenue forecast in billion US\$



Newspapers & Magazines average revenue per reader is estimated to decrease from 2017 to 2027

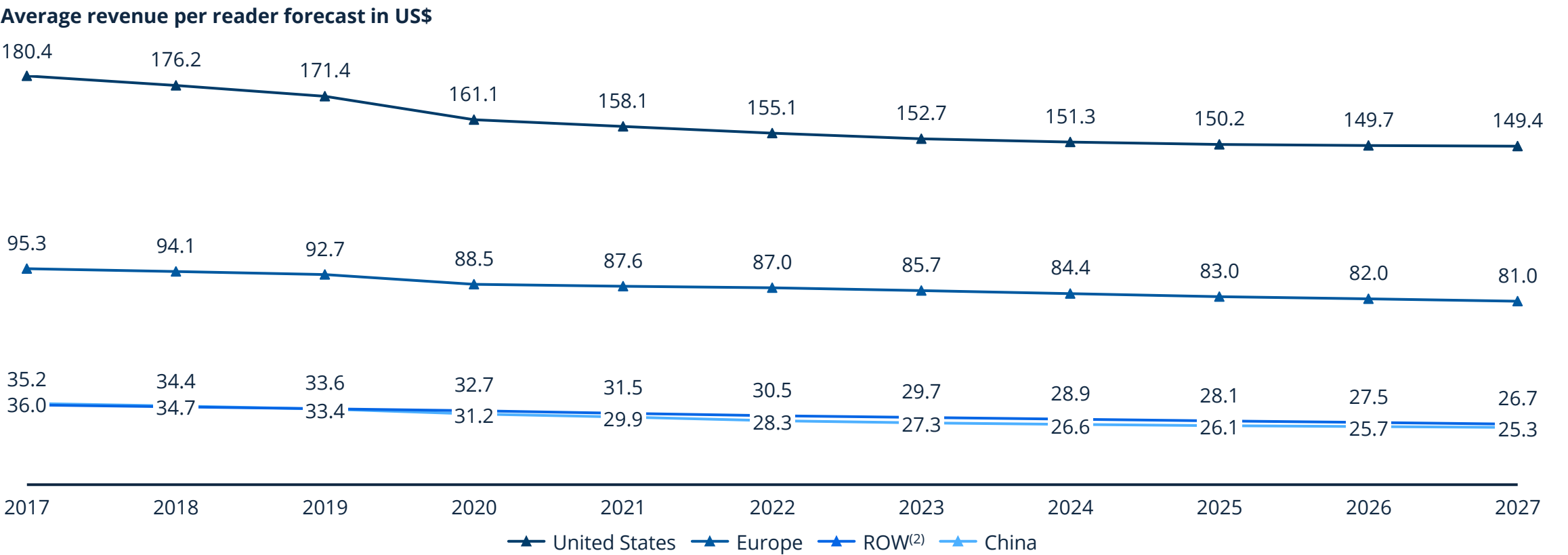
Market Size: Global

Average revenue per reader forecast in US\$



The United States has the biggest market in Newspapers & Magazines average revenue per reader in 2022

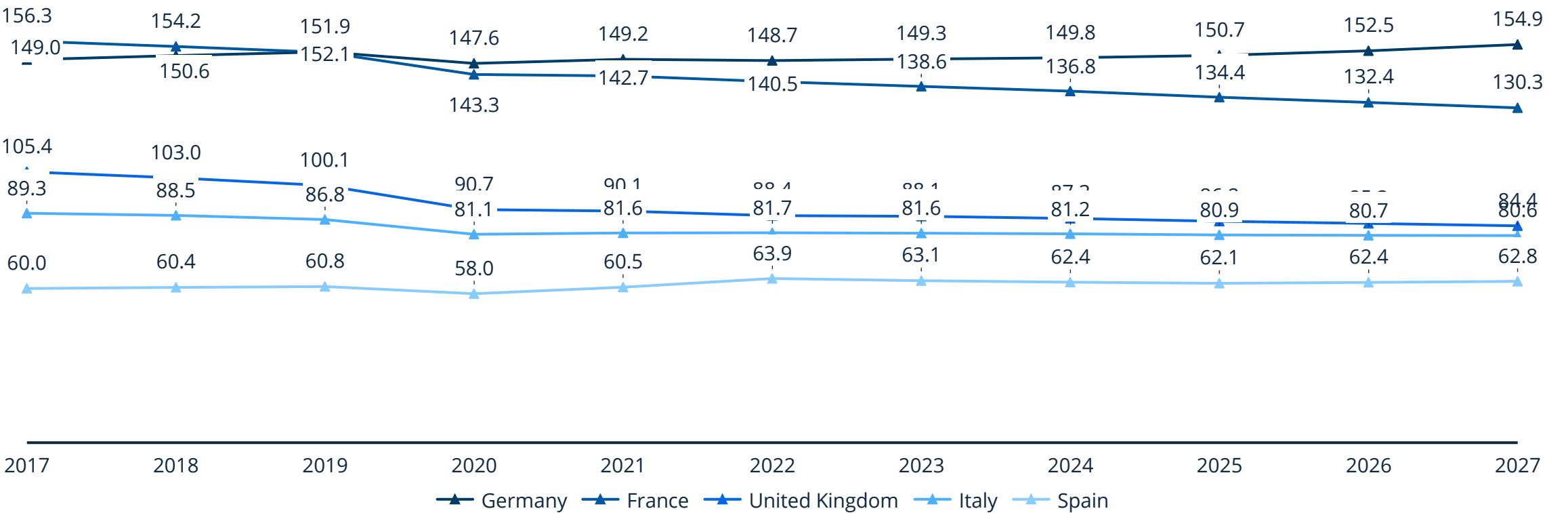
Market Size: Regional Comparison (1/2)



With average revenue per reader of 148.7 US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

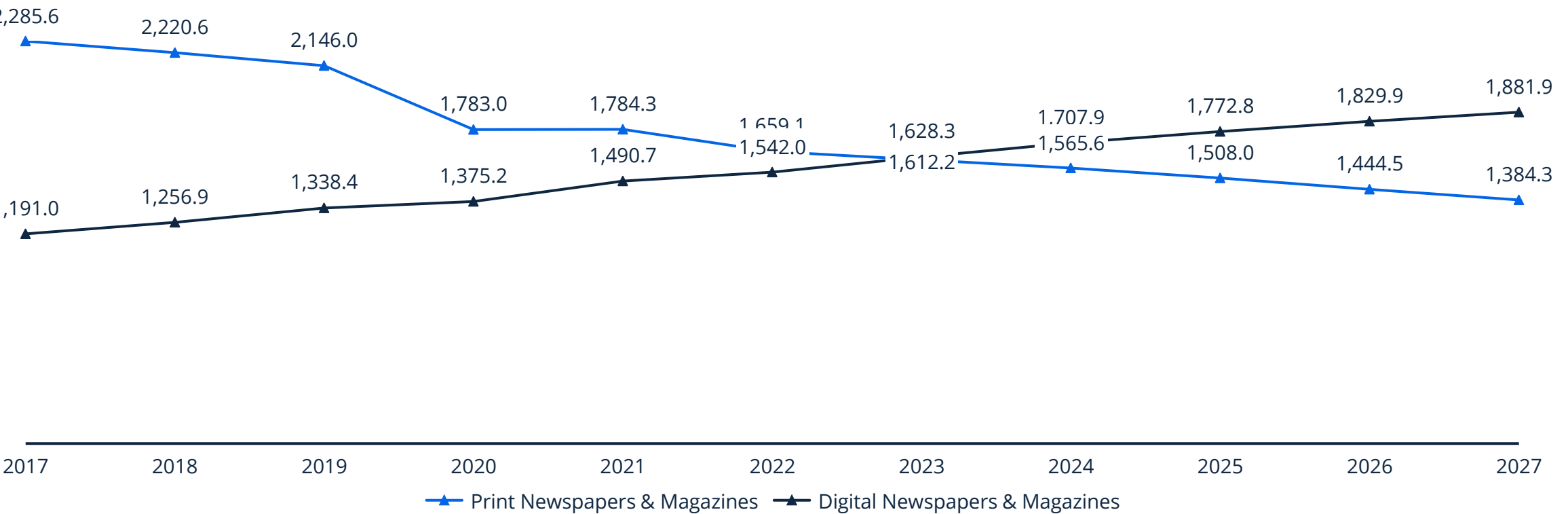
Average revenue per reader forecast in US\$



Newspapers & Magazines readers are estimated to decrease from 2017 to 2027

Market Size: Global

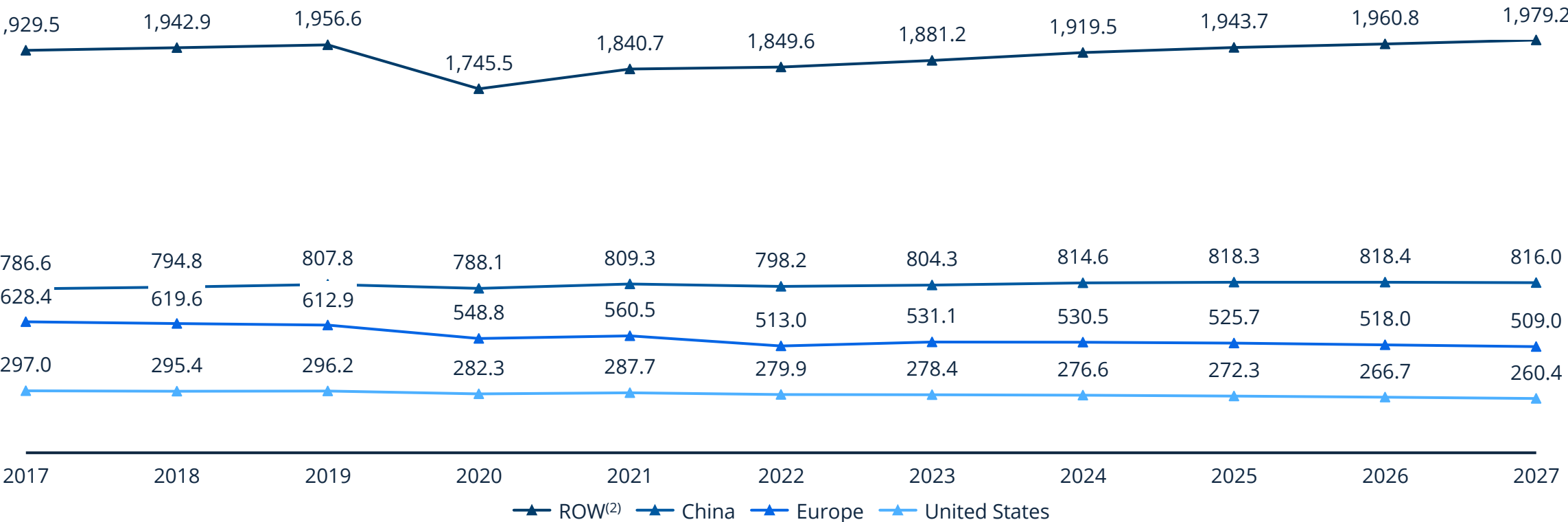
Readers forecast in millions



China has the biggest market in Newspapers & Magazines readers in 2022

Market Size: Regional Comparison (1/2)

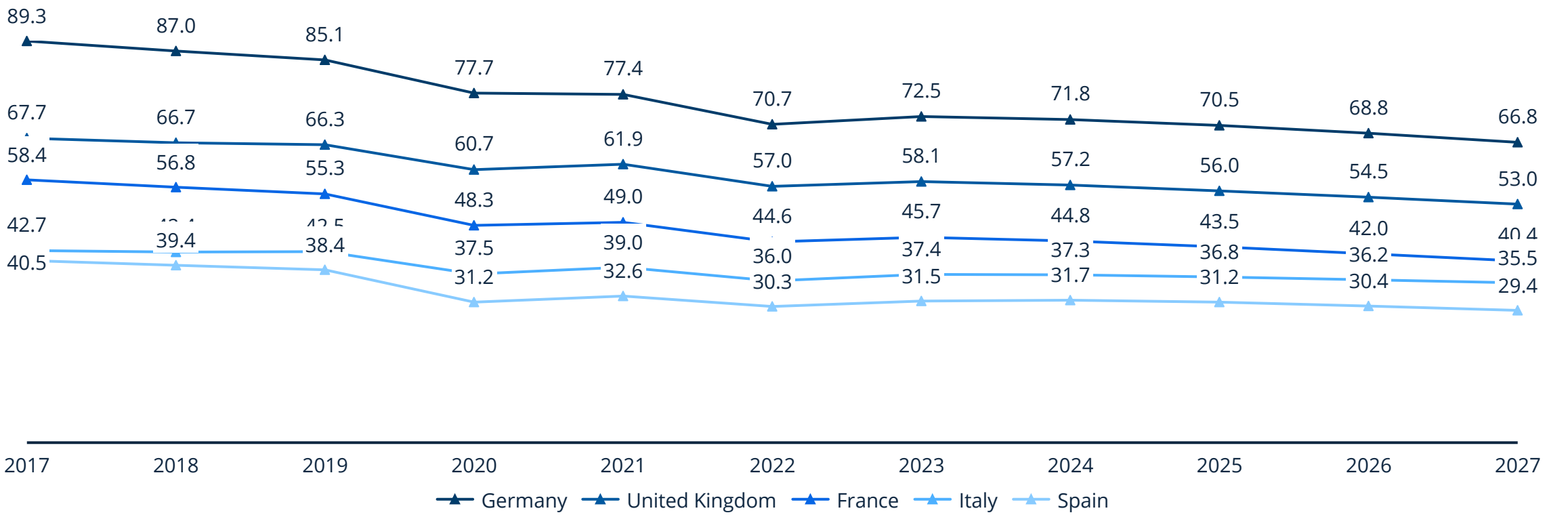
Readers forecast in millions



With readers of 70.7 million, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Readers forecast in millions



Gannett is the largest newspaper publisher by circulation in the USA

Company profiles: Gannett



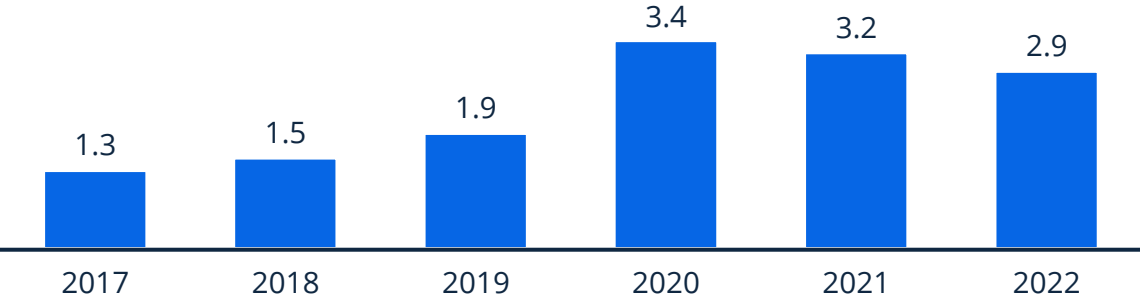
Gannett key facts

Revenue: **US\$2.9 billion (2022)** CAGR⁽¹⁾: **-6.17% (2020 to 2021)**
Net income: **US\$ -78 million (2022)** Digital subscribers: **1.6 million (2021)**
Founded: **1906**
Headquarters: **Tysons Corner, Virginia, U.S.**

Product: Newspapers

Gannett Co is the largest newspaper publisher in the USA, measured by total circulation. Their most notable product is *USA Today*, U.S. national newspaper. Other than *USA Today* Gannett owns several local newspapers, such as the *Florida Times-Union* in Jacksonville, Florida and *The Tennessean* in Nashville, Tennessee. In 2015 Gannett split into two companies, Tegna and Gannett, Tegna focusing primarily on broadcasting and Gannett on newspaper distribution.

Revenue development in US\$ billion



Gannett's digital strategy

While *USA Today* is still more popular as a physical newspaper, it still has its own digital version in a form of a website. Other than the national newspaper, Gannett themselves launched a digital marketing service called LocaliQ. The service was created to help businesses with their marketing strategies, by providing them with the tools to monitor their effectiveness. It can also be used for website creating and landing pages, and other things like SEO improvement.

The Guardian is one of the most popular newspapers in the world

Company profiles: The Guardian



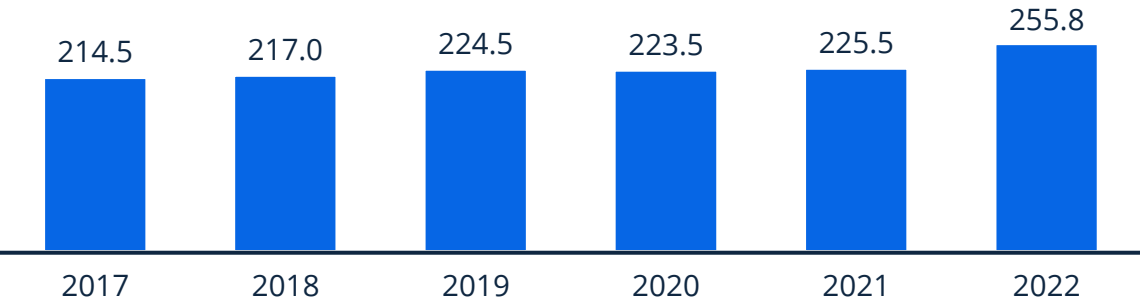
The Guardian key facts

Revenue: **USD\$316 million (2022)** CAGR⁽¹⁾: **13.44% (2021 to 2022)**
Digital revenue: **USD\$156 million (2020)** Headquarters: **London, UK**
Digital subscriptions: **>1 million (2021)**
Founded: **1821**

Product: Newspapers

The biggest independent newspaper in the UK. The Guardian is a part of Guardian Media Group that is owned by the Scott Trust Limited. Majority of The Guardian’s readers share left-center political views, the newspaper itself having moderate left political bias. The Guardian comes in both digital and physical formats and is popular both in the UK and outside of it, more than a half of its subscribers residing outside of the UK.

Guardian Media Group revenue in US\$ billion



The Guardian’s digital strategy

As many other newspapers, The Guardian switched from being just a physical newspaper to the second medium, the digital. The Guardian now operates as a newspaper that can be bought in a shop, but also as an app and a website. The Guardian makes money in three main ways, which are donations, advertising and sales of newspapers that are available with 3 subscription plans (monthly, quarterly and yearly). Donations come in 3 different forms: single, monthly and annual, where the last two come with certain privileges, such as ad-free reading, full access to their app, fewer asks for support and exclusive insight from their newsroom.

MARKETS

Cinema



The Cinema market is a fast growing market

Overview: Summary

Summary

In the realm of entertainment, the Cinema market represents a longstanding pillar of cultural experience, with its evolution reflective of diverse regional preferences, technological advancements, and changing consumer behaviors worldwide. Customer preferences play a pivotal role in shaping the Cinema market's trajectory. While streaming services and on-demand content have gained popularity, the allure of the big screen persists. The immersive experience of watching movies in theaters, coupled with the communal aspect of shared cinematic moments, remains a draw for audiences across various regions.

The trends in the Cinema market showcase a multifaceted landscape. In the United States, despite the rise of digital platforms, cinemas continually innovate, offering premium experiences like IMAX, 3D screenings, and luxury seating to entice audiences. This adaptation is driven by the demand for an elevated cinematic encounter that transcends home entertainment. In countries like India, where cinema is deeply ingrained in the cultural fabric, the market witnesses a blend of Bollywood extravaganzas and regional films drawing audiences to theaters.

The cinematic experience extends beyond mere movie-watching; it's a celebration of storytelling, music, and cultural identity, fostering a unique allure for Indian audiences. In contrast, European markets exhibit a varied landscape. While Western Europe boasts a mature cinema culture, Eastern European countries undergo transformations. Factors such as rising disposable incomes and the influx of multiplexes reshape the cinema-going experience, offering a blend of local and international content to diverse audiences. The Asia-Pacific region showcases diverse cinema-going patterns. China, a burgeoning cinematic giant, experiences rapid growth in its film industry, with domestic productions capturing both local and global attention. Australia embraces cinema as an integral part of leisure, blending mainstream blockbusters with niche and independent films for a discerning audience. Local special circumstances contribute significantly to the Cinema market's dynamics. In developing regions with limited access to digital entertainment, cinemas remain a primary source of leisure. However, in regions with mature markets, cinemas face challenges posed by digital alternatives, compelling them to enhance offerings and experiences.

The Cinema market has been growing ever since, as it is one of the most popular entertainment possibilities for users

Overview: Market Definition

Market definition

The Cinema market encompasses the entertainment industry segment dedicated to the screening of motion pictures within dedicated venues, commonly known as cinemas or movie theaters. This market provides audiences with a communal experience of watching a wide range of films, including feature films, documentaries, and animations, on large screens, accompanied by high-quality sound systems, creating an immersive and theatrical experience.

Additional Information:

The market includes vital metrics such as revenues and average revenue per user (ARPU), users and user penetration with revenues being generated through ticket sales, concessions, cinema subscriptions, consumer spending on cinema-related products and services, and advertising spendings related to promoting films and products within cinemas.

Key players in the market are companies, such as AMC Entertainment Holdings, Inc., Cineworld Group plc, and Regal Entertainment Group (now part of Cineworld).

Cinema accounted for 4.76% of the Media market revenue in 2023

Overview: Key Takeaways and in scope / out of scope

Key Takeaways

Revenue in the Cinema market is projected to reach US\$72.31bn in 2023.

Revenue is expected to show an annual growth rate (CAGR 2023-2028) of 6.24%, resulting in a projected market volume of US\$97.87bn by 2028.

In the Cinema market, the number of users is expected to amount to 1.9bn users by 2028.

User penetration will be 18.5% in 2023 and is expected to hit 23.7% by 2028.

The average revenue per user (ARPU) is expected to amount to US\$50.96.

In global comparison, most revenue will be generated in the United States (US\$18,440.00m in 2023).

+ In scope

This market includes:

- Revenues generated from box office sales, such as tickets bought online and offline
- Revenues generated from advertising, such as ads before and after a movie
- Revenues generated from concessions, such as sale of snacks and drinks

- Out of scope

This market excludes:

- Streaming of movies, such as streaming on Amazon Prime
- Merchandise from movies sold through third-party services, such as Marvel merchandise
- Ad spending on movies, such as TV ads for movies

A more diverse and international world opens up new possibilities for filmmakers, however streaming services are on the rise, and a huge competition

Trends



Streaming and On-Demand Platforms:

The rise of streaming and on-demand platforms is a significant trend in the cinema market. With the advent of platforms like Netflix, Amazon Prime, and Disney+, the way people consume movies has changed dramatically. These platforms offer a vast library of films and TV shows that can be accessed anytime, anywhere, making them a convenient alternative to traditional cinema. The COVID-19 pandemic has further accelerated this trend, with many people turning to these platforms for entertainment during lockdowns. Moreover, these platforms are not just distribution channels; they have also become major players in film production. They are investing heavily in creating original content, further intensifying competition in the film industry.



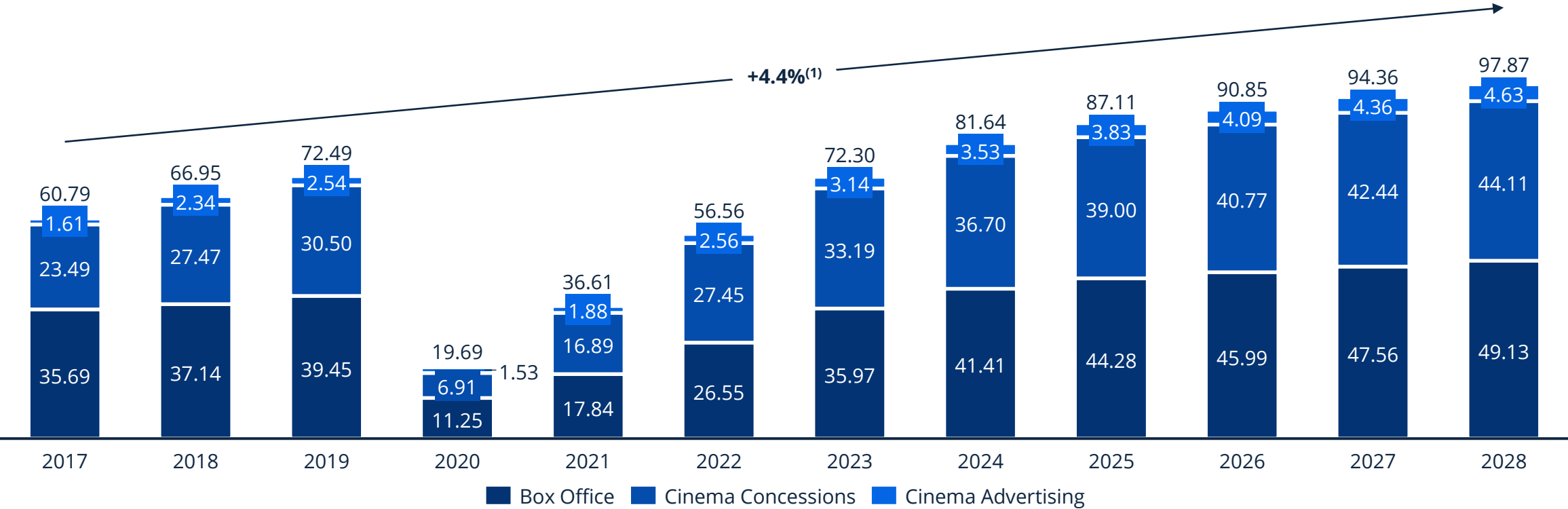
International Content:

A notable trend is the growing popularity of international content. As the world becomes more interconnected, audiences are becoming more open to films from different cultures and languages. This trend is reflected in the success of non-English films and TV shows on global platforms. For instance, the Korean film "Parasite" won the Palme d'Or at Cannes and four Academy Awards, including Best Picture, marking a milestone for non-English cinema. Similarly, the Spanish show "Money Heist" and the German series "Dark" have gained massive global followings on Netflix. This trend toward international content is pushing the film industry to become more diverse and inclusive, opening up opportunities for filmmakers around the world.

Cinema revenues are estimated to increase at a CAGR⁽¹⁾ of 4.4% from 2017 to 2028

Market Size: Global

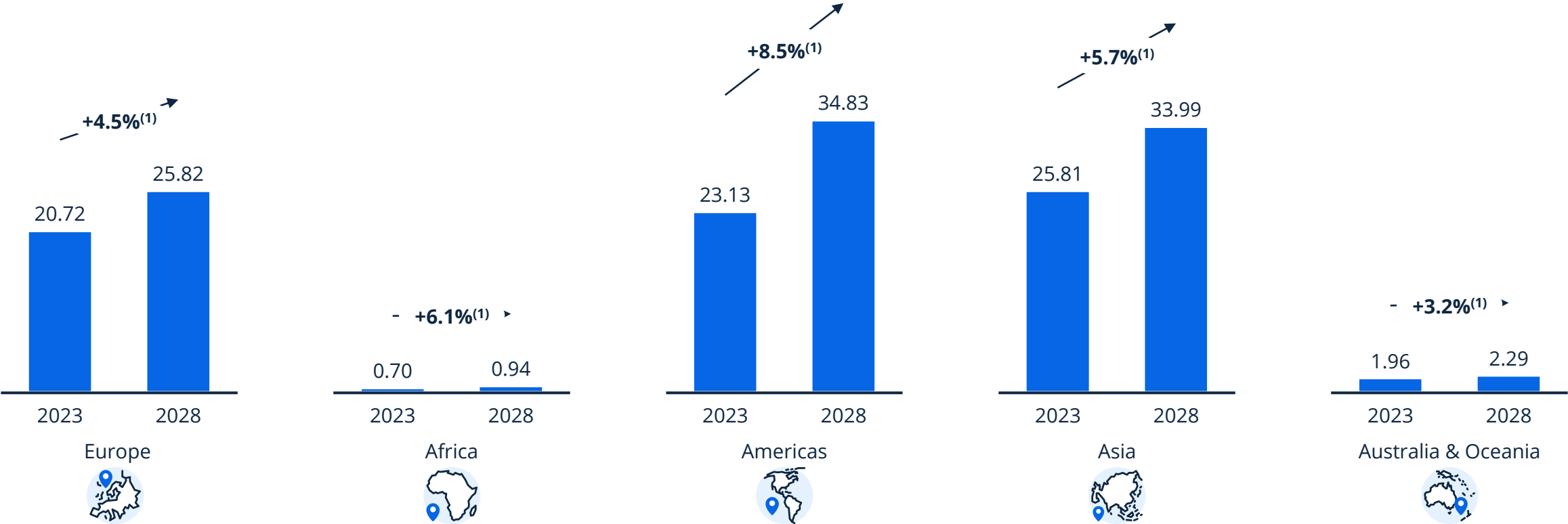
Revenue forecast in billion US\$



With revenue of US\$ 25.8 billion, Asia is the biggest market among selected regions in 2023

Market Size: Regional Comparison (1/2)

Revenue forecast in billion US\$



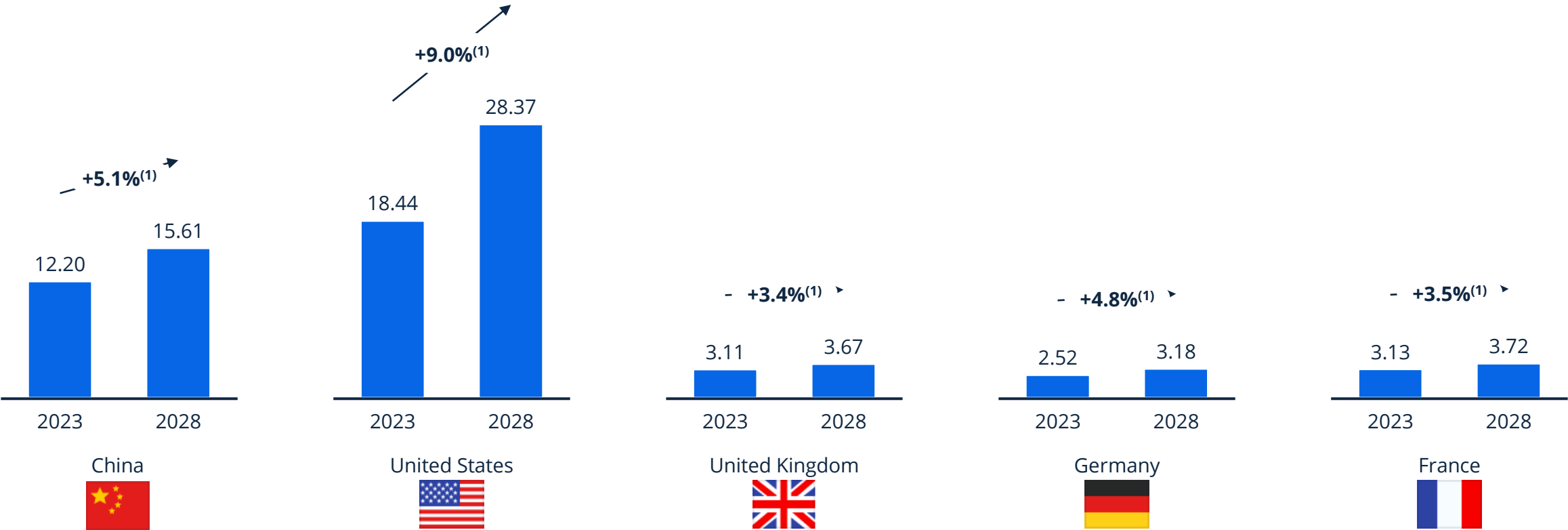
87 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

With revenue of US\$ 18.4 billion, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

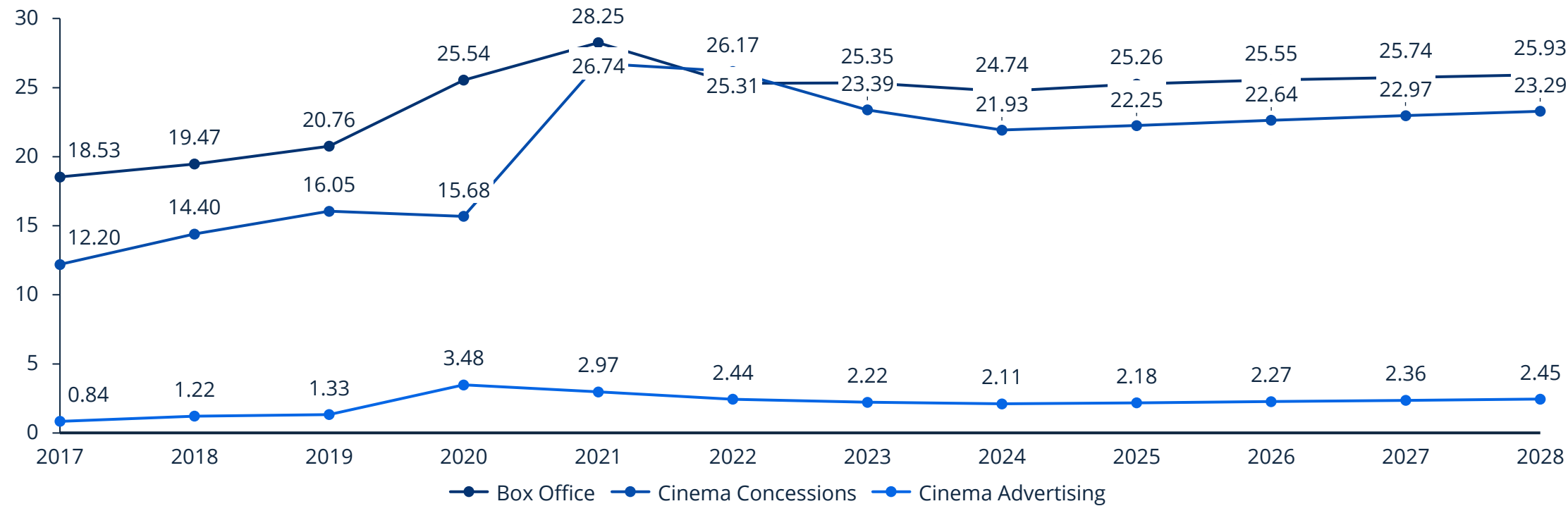
Revenue forecast in billion US\$



Cinema average revenue per viewers are estimated to increase from 2017 to 2028

Market Size: Global

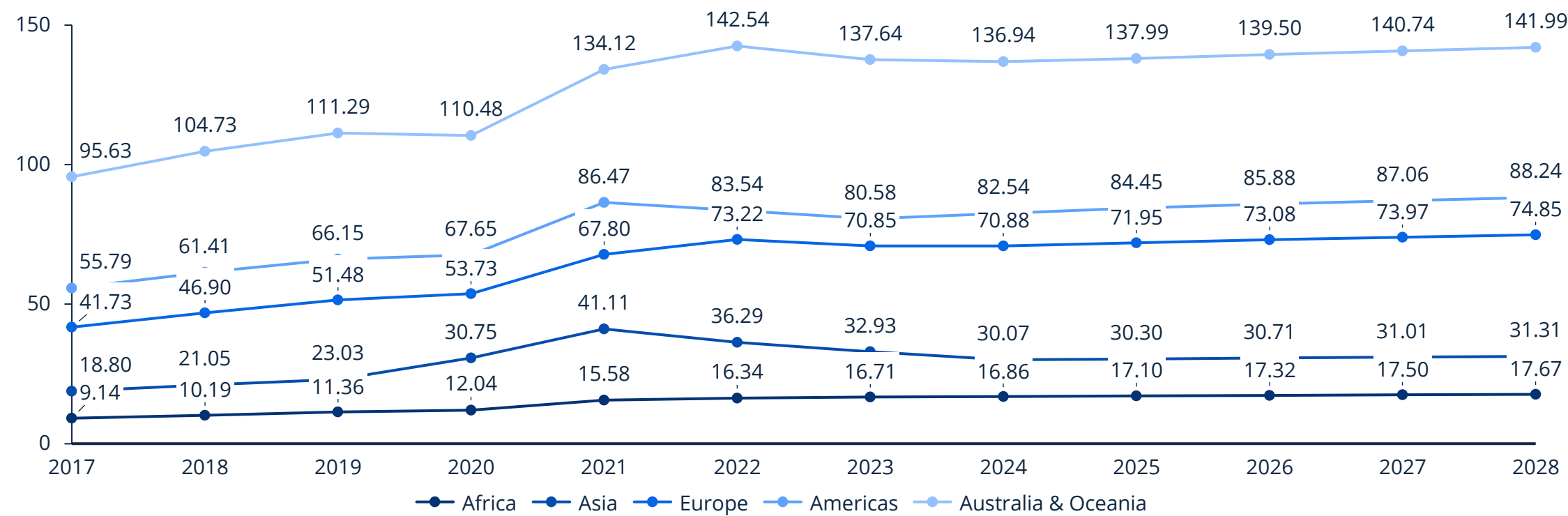
Average revenue per viewer forecast in US\$



In Australia & Oceania users spend on average the most in cinemas in 2028

Market Size: Regional Comparison (1/2)

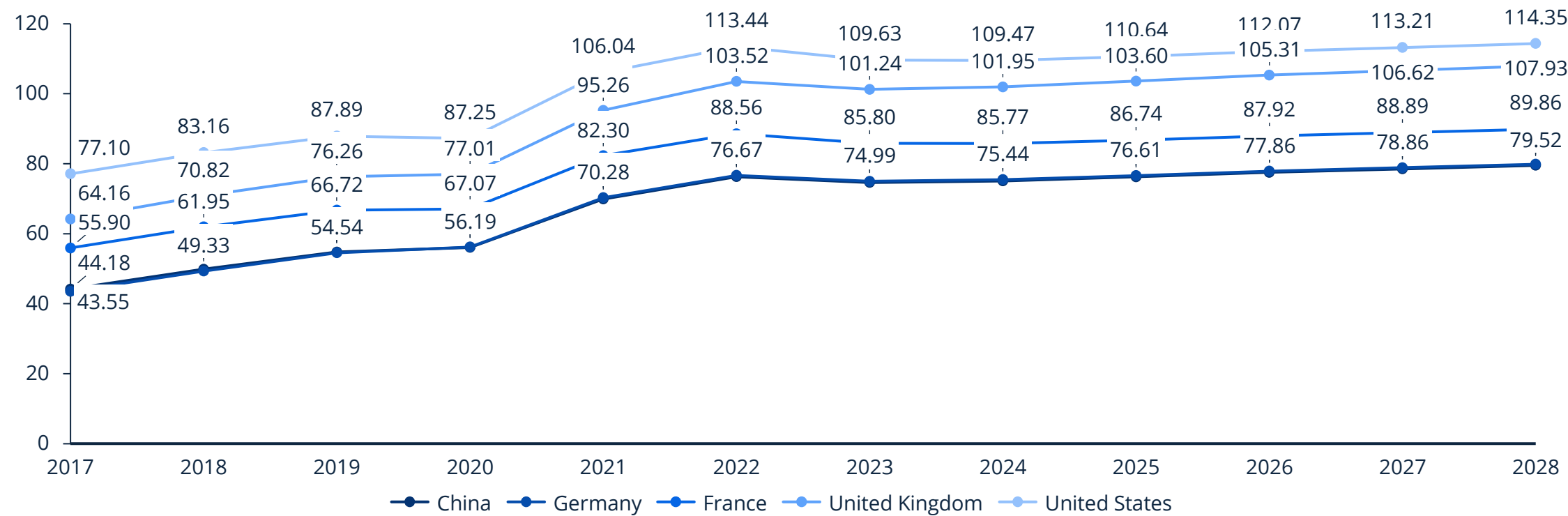
Average revenue per viewer forecast in US\$



With average revenue per viewer of US\$ 109.6, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

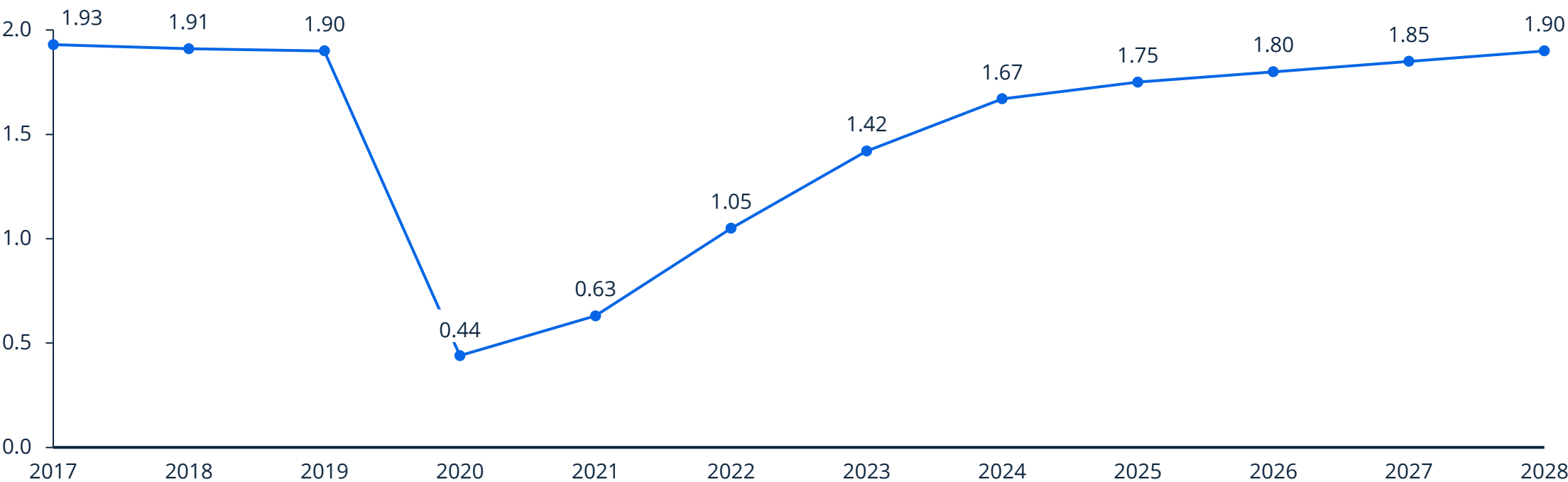
Average revenue per viewer forecast in US\$



Cinema viewers are estimated to decrease slightly from 2017 to 2028 after taking a huge setback during the COVID-19 pandemic

Market Size: Global

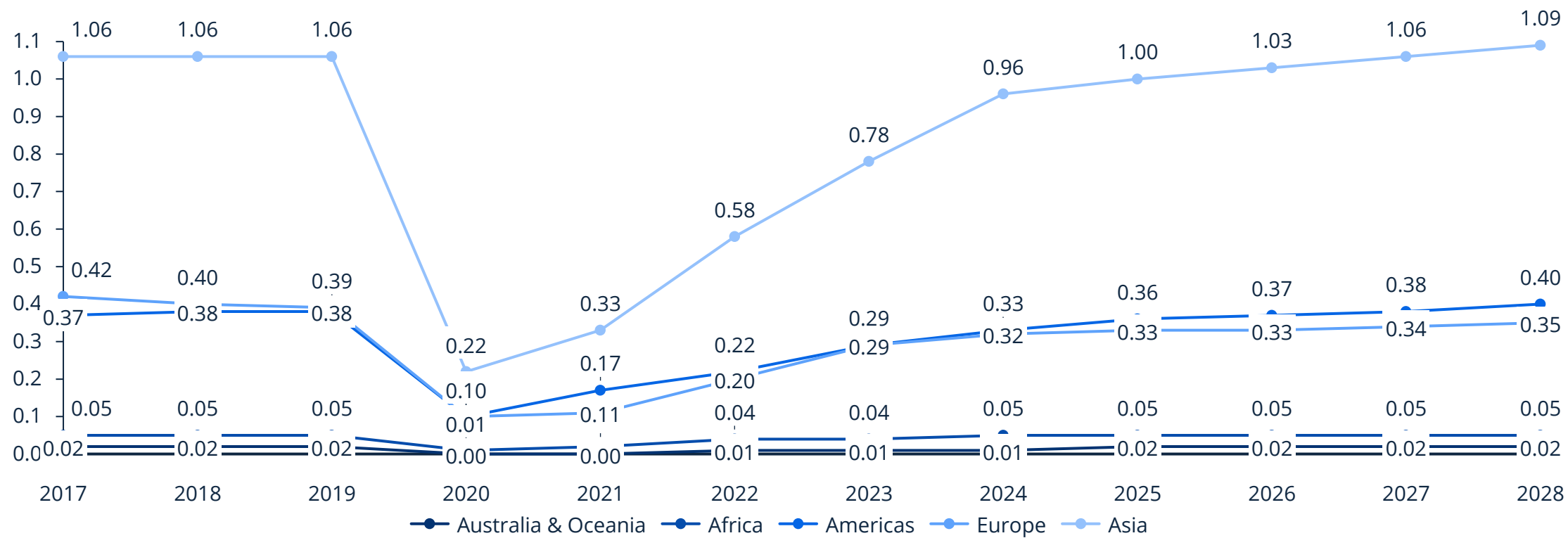
Viewers forecast in billion



Asia has the biggest market in Cinema viewers in 2028 reaching over 1.09 billion by 2028

Market Size: Regional Comparison (1/2)

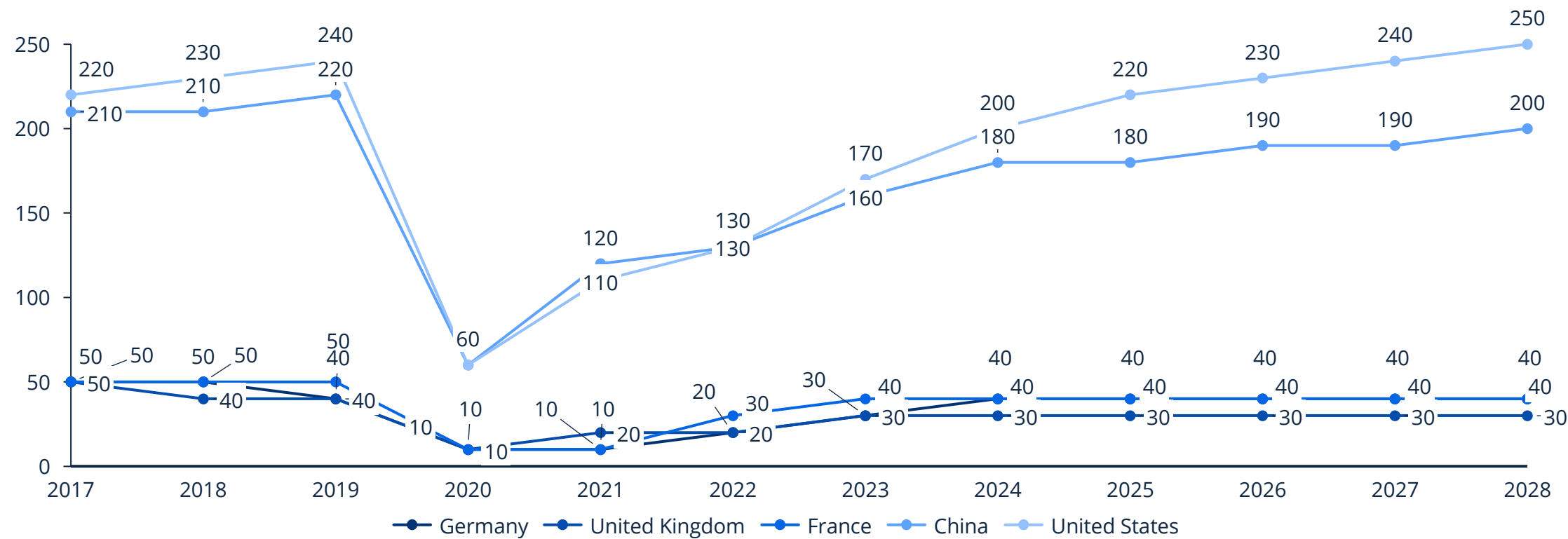
Viewers forecast in billion



With viewers of 200 million, the United States is the biggest market among selected countries in 2023

Market Size: Regional Comparison (2/2)

Viewers forecast in million



AMC Theatres is the leading company in the cinema market with a total 940 cinemas

Company profiles (1/2): AMC Theatres

Overview and key figures

AMC Theatres, originally an abbreviation for American Multi-Cinema, is an American movie theater chain founded in Kansas City, Missouri, and now headquartered in Leawood, Kansas. It is the largest movie theater chain in the world. AMC Theatres aims to provide the best possible movie-going experience for its customers. AMC Theatres concentrate on a number of areas to make this possible.

Year Founded:	1920
Number of employees:	33,694 (as of Dec 2022)
Number of Cinemas:	940 (as of 2022)
Revenue:	US\$3.91 billion (as of 2022)
Headquarters:	Leawood, Kansas, U.S.



Strategy and development

Firstly, AMC Theatres exhibit high-quality, in-demand films from top studio suppliers. Second, AMC Theatres have best-in-class sight and sound systems installed in their theaters. This means AMC Theatres have invested in the highest quality technology like IMAX and Dolby to deliver the best audiovisual experience possible. Third, AMC Theatres have concentrated on enhancing the theatrical experience beyond the screen to include comfortable seating, mobile ordering, bars, lounges, and a variety of concessions.

In terms of technology, strategy, and development, AMC Theatres has been implementing several strategies to adapt to the digital age and enhance the movie-going experience. These strategies include the development of non-fungible tokens (NFTs) for moviegoer attendance, accepting cryptocurrencies as payment, and experimenting with variable pricing. AMC Theatres has also been focusing on enhancing the theatrical experience beyond the screen to include comfortable seating, mobile ordering, bars, lounges, and a variety of concessions.

Cineworld is the biggest cinema in Europe with over 750 cinemas

Company profiles (2/2): Cineworld

Overview and key figures

Cineworld Group plc, founded in 1995, is a leading cinema operator in Europe. The company operates modern multiplex cinemas with IMAX, 4DX, and VIP technologies in leisure and retail parks. Cineworld screens a variety of content including movies, live events, and sports on digital screens. The company has made significant strides in technological advancements to offer an enhanced service compared to the competition.

Year Founded:	1995
Number of employees:	28,000 (as of 2023)
Number of Cinemas:	751 (as of 2022)
Revenue:	US\$1.8 billion (as of 2021)
Headquarters:	London, England



Strategy and development

Cineworld Group plc has been a pioneer in the cinema industry, constantly evolving to meet the changing demands of moviegoers. The company has a strong portfolio of venues around the country and the financial capabilities to contend with larger cinemas. They have embraced the digital switchover and the introduction of 3D films. In addition, Cineworld has developed successful iPhone and Android mobile apps, which are driven by a single underlying flexible RESTful API. This allows other developers access to Cineworld's cinema, film, and performance information to use in their own prototypes, blogs, and mash-ups. This innovative approach to technology and development sets Cineworld apart in the cinema industry.

MARKETS

Books



The Books market will witness only minor growth with results in stable market sizes

Overview: Summary

Summary

The book industry has been undergoing significant changes in recent years, with the rise of digital technology leading to the growth of eBooks. The trend towards digitalization has resulted in a growing number of people reading books on electronic devices such as tablets and smartphones. One of the key growth factors for e-books is the convenience they offer. People can carry a large number of books with them on a single device, and e-books are often cheaper than their print counterparts. Additionally, the increased accessibility of e-books has made it easier for people to discover new authors and genres, leading to a wider range of readers.

However, traditional print books still remain popular, and there are some readers who prefer the tactile experience of reading a physical book. The nostalgia and emotional connection people have with print books has helped to maintain their popularity, and the growth of independent bookstores and the resurgence of book clubs are further evidence of this.

Overall, both books and e-books continue to be popular, and it's likely that both formats will continue to coexist in the future. While e-books are likely to grow in popularity, there will likely always be a demand for traditional print books, and the book industry will continue to evolve as technology and reading habits change.

Books is an important part of the Media Market

Overview: Market Definition

Market definition

The Books market covers paid publications in printed form and digital replicas (eBooks) that are distributed to private readers (B2C). Revenues from the consumer (general interest), academic (educational purposes), and professional (specialized topics) segments are included here. Physical books and eBooks can be obtained on an individual basis or by using a subscription service. Detailed definitions can be found in the individual segments.

+ In scope

This segment includes:

- Revenues from sales of printed books. Books can be distributed through several channels (i.e., bookstores, libraries, online retailers, wholesalers)
- Revenues from sales of eBooks. eBooks can be sold at online stores, selected brick-and-mortar bookstores, and online self-publishing platforms.

- Out of scope

This segment excludes:

- Printed newspapers & magazines and their digital replicas (e.g., ePapers and eMagazines)
- Bundled subscriptions that include free digital editions
- B2B sales and resales
- Sales between private individuals

Books total accounted for 6.01% of the Total Media market revenue in 2022

Overview: Key Takeaways



Key Takeaways

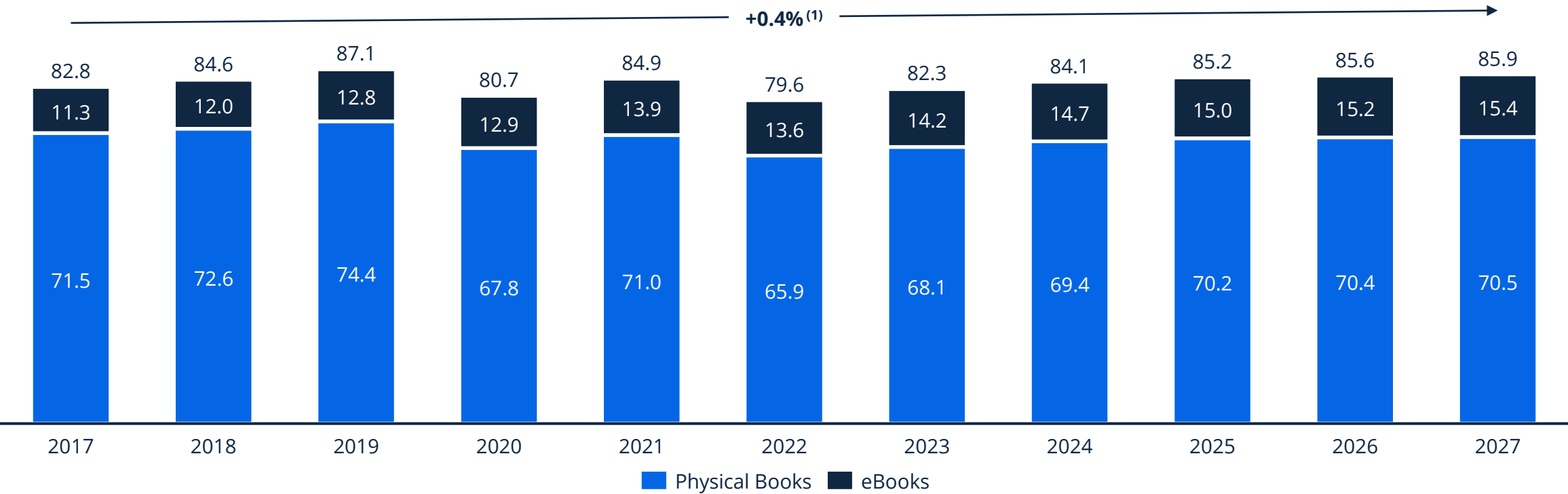
Media: Books total sales are estimated to increase at a CAGR⁽¹⁾ of 0.37% from 2017 to 2027. In 2022, they amounted to US\$79.57 billion.

In the Media: Books total segment, the United States and China accounted for the highest revenues in 2022, with US\$18.76 billion and US\$13.17 billion respectively.

Books revenue is estimated to increase at a CAGR⁽¹⁾ of 0.4% from 2017 to 2027

Market Size: Global

Revenue forecast in billion US\$



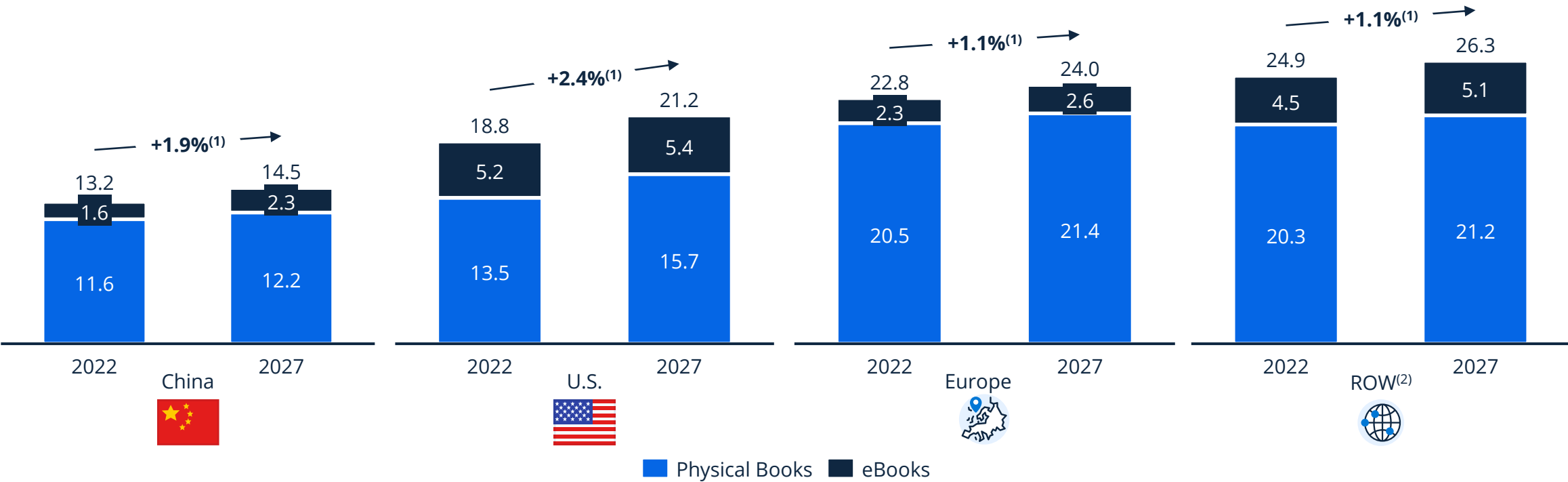
101 | Notes: (1) CAGR: Compound Annual Growth Rate

Sources: Statista Market Insights 2023

The United States shows the biggest growth in Books revenue with a CAGR⁽¹⁾ of 2.4%

Market Size: Regional Comparison (1/2)

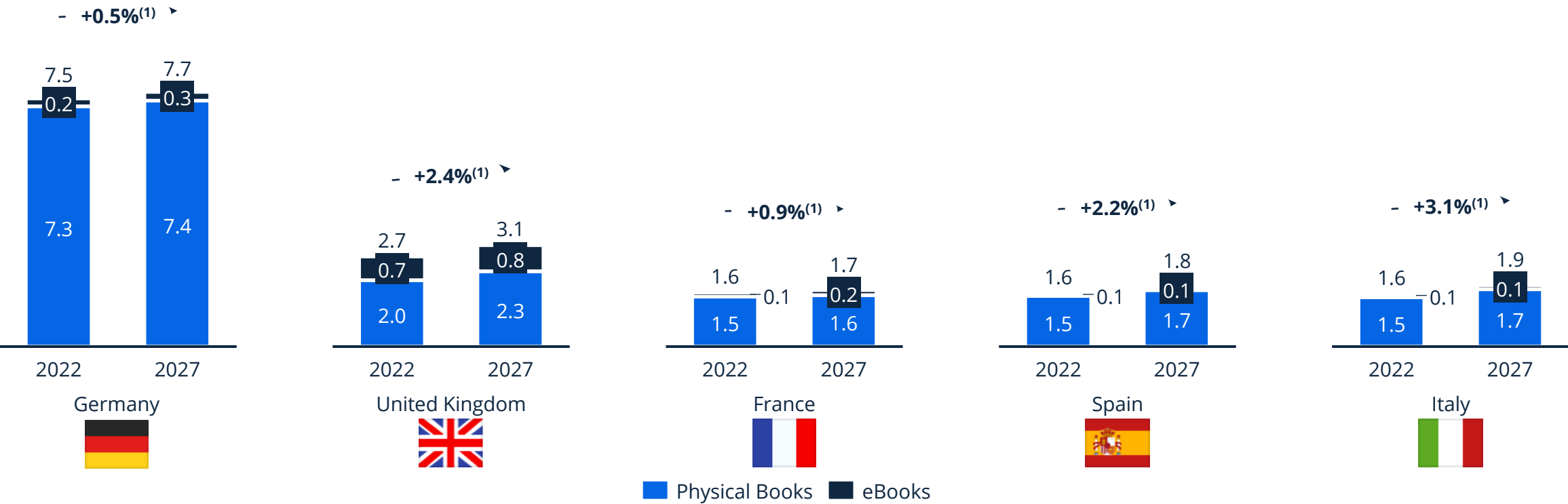
Revenue forecast in billion US\$



With revenue of 7.5 billion US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

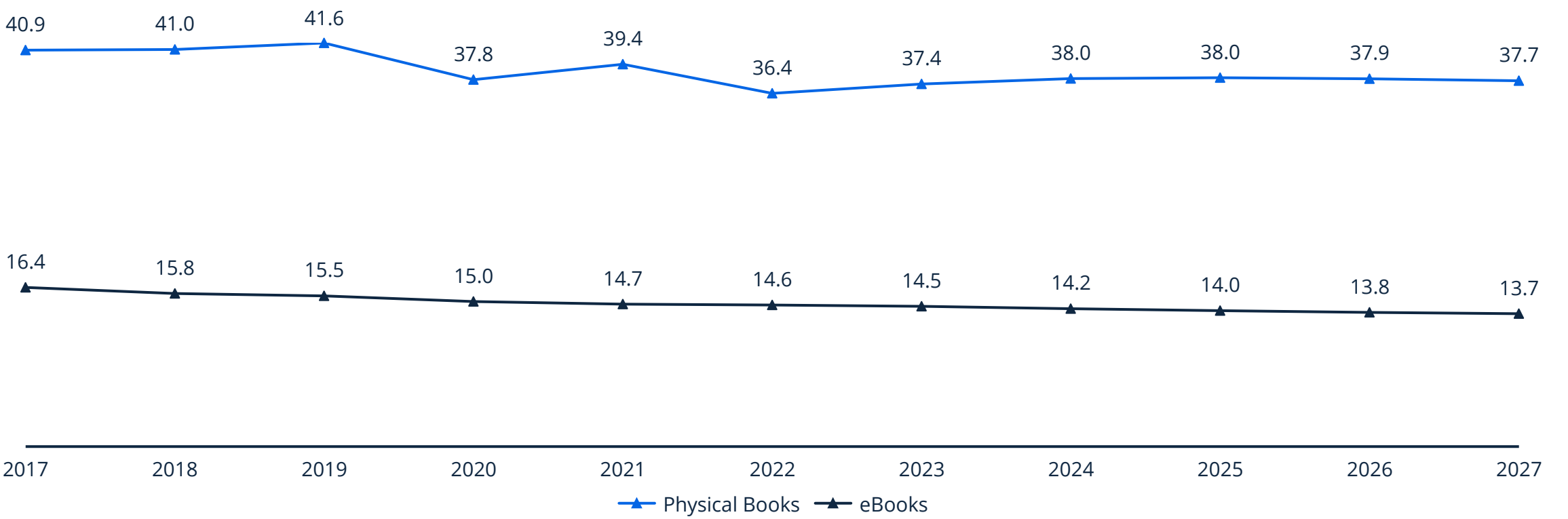
Revenue forecast in billion US\$



Books average revenue per reader is estimated to decrease from 2017 to 2027

Market Size: Global

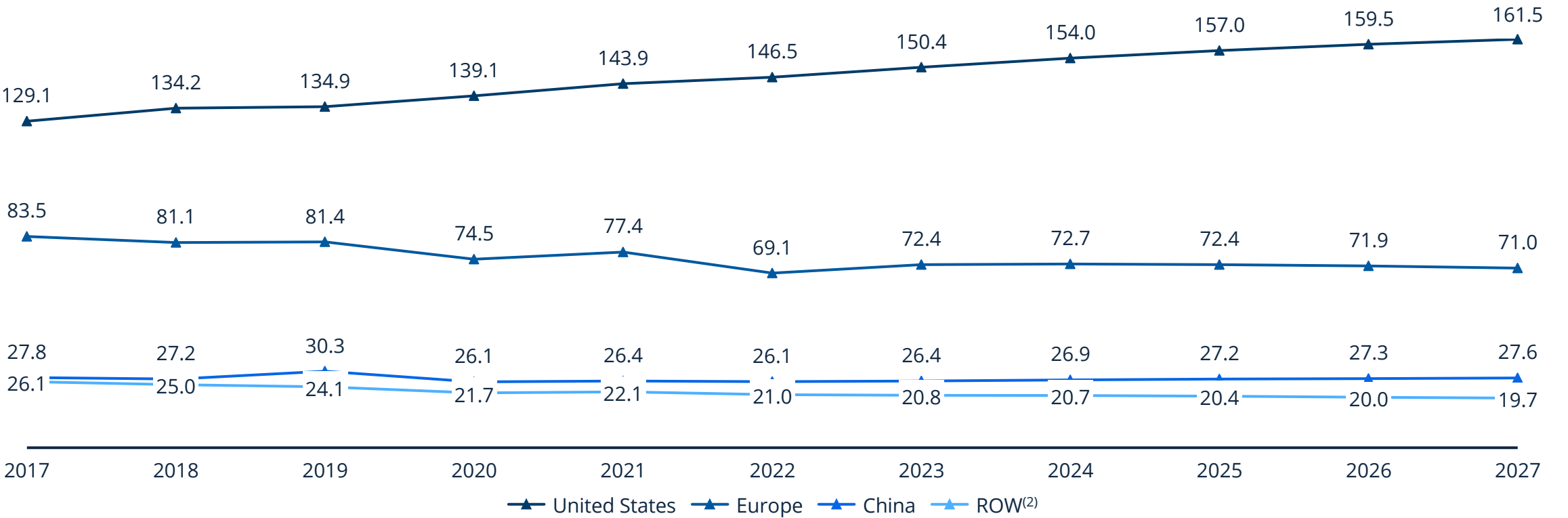
Average revenue per reader forecast in US\$



The United States has the biggest market in Books average revenue per reader in 2022

Market Size: Regional Comparison (1/2)

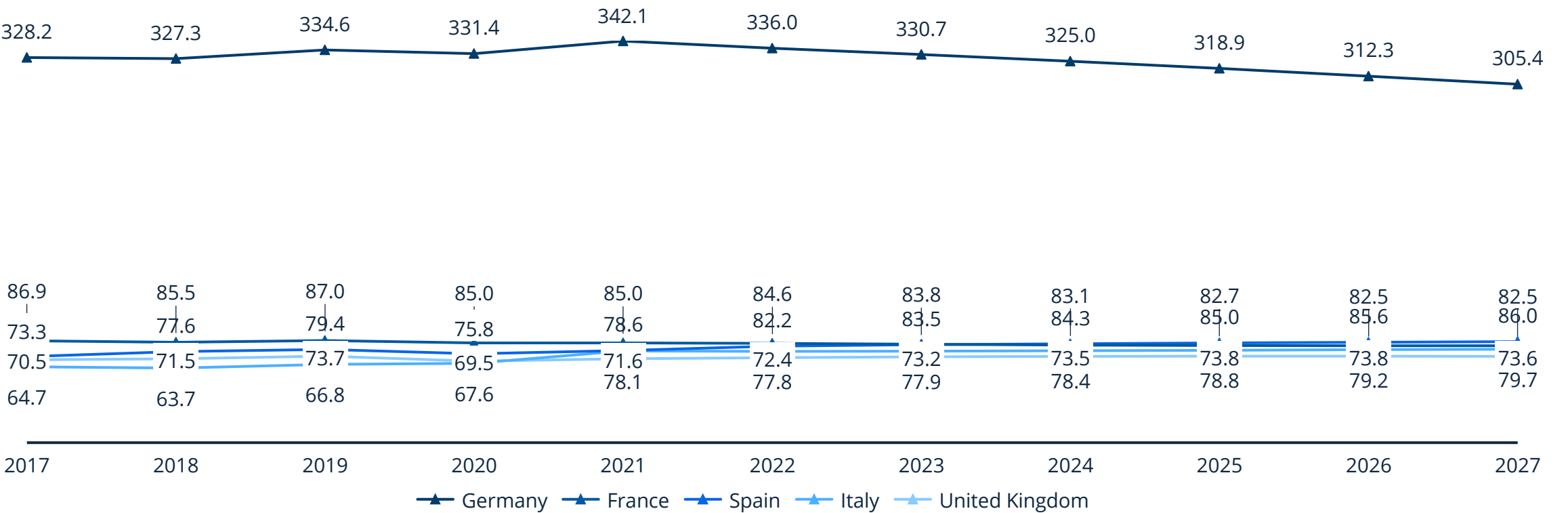
Average revenue per reader forecast in US\$



With average revenue per reader of 336.0 US\$, Germany is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

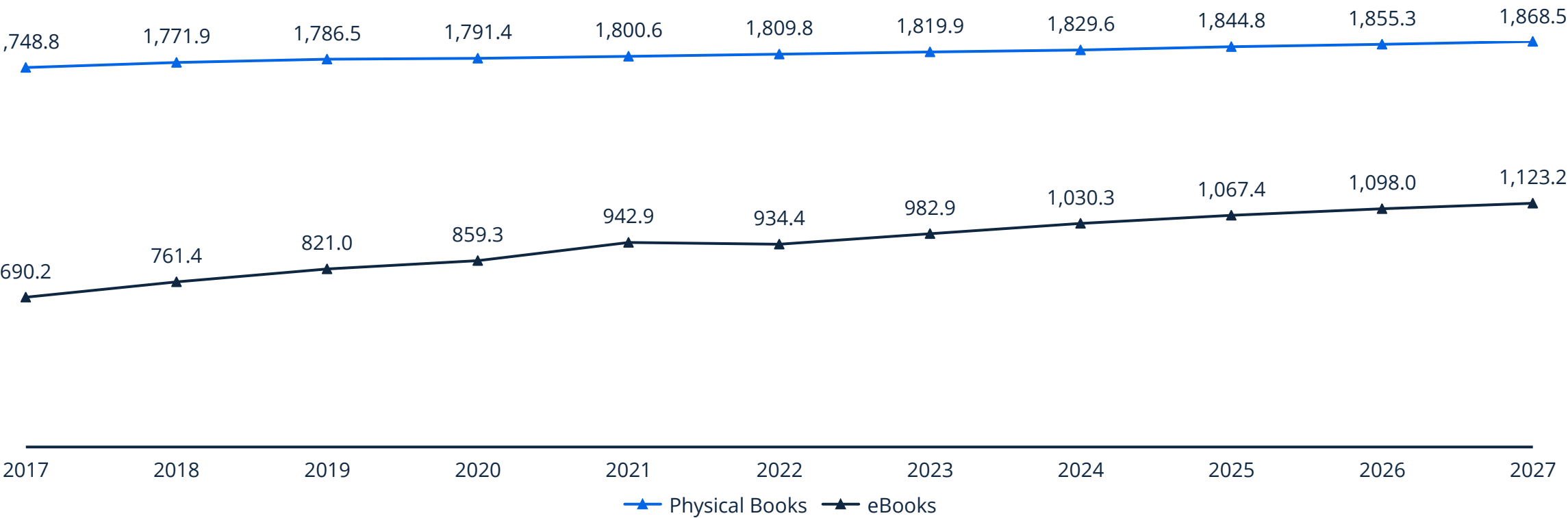
Average revenue per reader forecast in US\$



Books readers are estimated to increase from 2017 to 2027

Market Size: Global

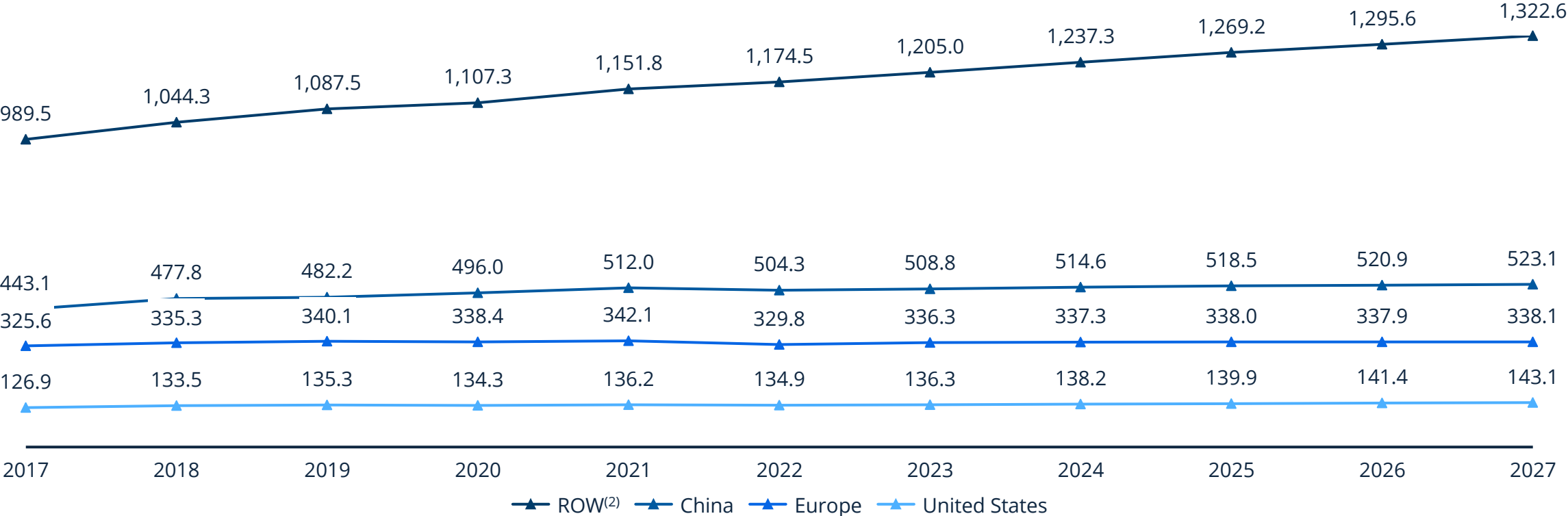
Readers forecast in millions



China has the biggest market in Books readers in 2022

Market Size: Regional Comparison (1/2)

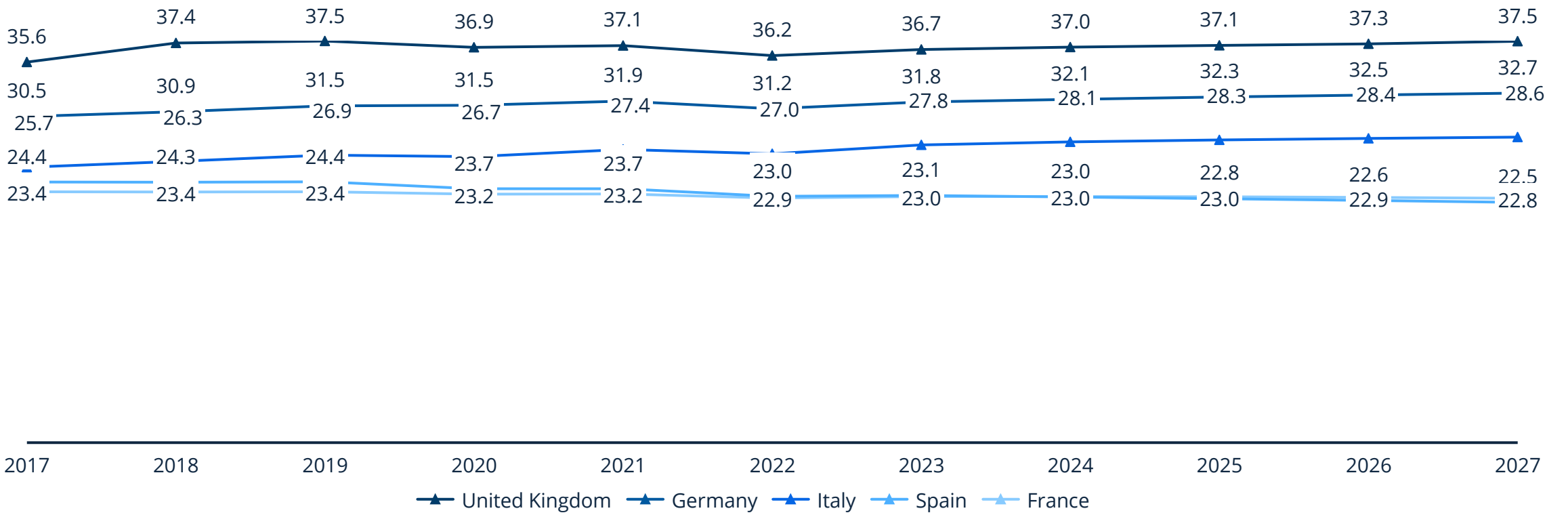
Readers forecast in millions



With readers of 36.2 million, the United Kingdom is the biggest market among selected countries, in 2022

Market Size: Regional Comparison (2/2)

Readers forecast in millions



Amazon is a key player in the ePublishing business

Company profiles: Amazon



Amazon key facts

Revenue: **US\$368.1 billion (2020)**

CAGR⁽¹⁾: **37.6% (2019 to 2020)**

Net income: **US\$21,311 million (2020)**

eBooks on Amazon: **>6 million (2018)**

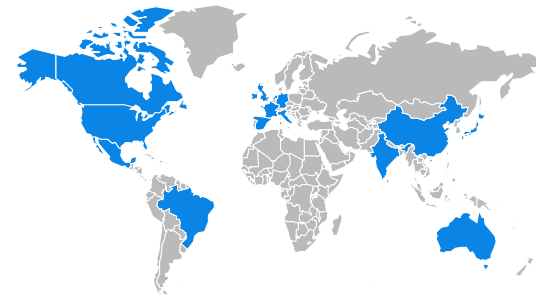
Founded: **1994**

Headquarters: **Los Gatos, California**

Product: Kindle Store

When it was founded in 1994, Amazon.com was an online store selling physical books only. In 2007, after diversifying towards other physical goods, Amazon began to sell digital media. In particular, with the launch of its eReader called Kindle and the associated Kindle Store, Amazon became an online distribution service for eBooks. Following the streaming trend, Amazon also offers a subscription-based access to its library, enabling an unlimited consumption of eBooks for a monthly fee. Today, the Kindle Store includes over 6 million eBooks and 60,000 audiobooks, making it one of the biggest ePublishing services in the world.

Countries with separate Amazon retail websites⁽²⁾



Amazon's digital strategy

Amazon plays an extraordinary role in the field of ePublishing. Besides a huge eBooks catalog of more than 6 million titles, they built a very convenient infrastructure with proprietary reading devices, reading apps and easy purchase solutions. Amazon provides an eBooks flat rate, special offers for Prime customers and a self-publishing service for authors. Some consumers and publishers criticize this closed environment and are suspicious that Amazon might become too powerful in this segment. Furthermore, only Kindle eBooks are readable on Kindle devices without further effort.

Pearson is one of the biggest publishing companies in the world

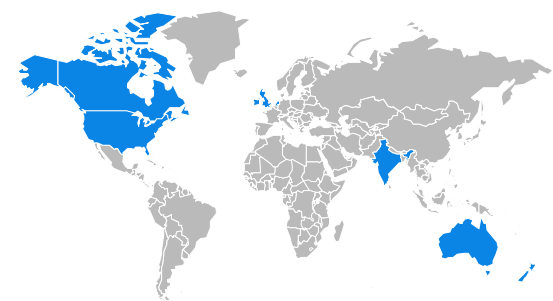
Company profiles: Pearson



Pearson key facts

Revenue: US\$4.751 billion (2022)	CAGR ⁽¹⁾ : 0.79% (2021 to 2022)
Net income: US\$0.3 billion (2020)	Number of employees: 20,000 (2020)
Founded: 1844	Headquarters: London, UK

Countries pearson is market leader⁽²⁾



Product: Physical books

Pearson is a British publishing company located in London, UK. Since 2021m Pearson has five main divisions: Virtual Learning, Higher Education, English Language Learning, Workplace Skills and Assessment & Qualifications. IT Professional Publishing group, Pearson’s division, owns more than 30 publishing imprints, among them Cisco Press, Peachpit Press, Que, and Addison-Wesley Professional. Even though the company operates in more than 70 countries, 60% of its sales come from North America. Pearson also offers their own International Education program which includes class assessments and digital content for international schools and many other learning tools.

Pearson’s digital strategy

Digital Revenue of Pearson was at 73% in 2021, and continues to be growing, as the company focuses on digital format of their product. Outside of their learning products related to education such as MyLab, Revel, Pearson+ and Mastering. Pearson also owns InformIT, an electronic publisher of technology, business and education learning content, including videos and software. InformIT.com sells books, eBooks and provides digital learning resources. When it comes to publishing partnerships, Pearson works with leaders in technology such as Cisco Press, Microsoft Press and Adobe Press.

111 | **Notes:** (1) CAGR: Compound Annual Growth Rate (2) Second strongest company in the market for the US and Canada

Sources: Company information

CHAPTER 3

Appendix

STATISTA MARKET INSIGHTS

Market Insights – market data, forecasts, and qualitative insights

Gain a better understanding of markets across 190+ geographical entities – on a global, regional, country, and/or state level. Access our data via web interface, download (XLS, PDF, PPT), or reports. Benefit from our 48-hour customer service guarantee.

- **10 sectors:** advertising & media, consumers, countries, digital sector, finance, health, industrial sector, mobility, and technology
- **1,000+ markets,** e.g., FinTech, Food, or Robotics
- **KPIs,** e.g., revenue, market shares, prices, and volume
- **Features:** Compare countries & regions, change currencies, select visualizations, and/or customize downloads
- **Use cases:** sales planning, investment decision support, resource allocation, and portfolio management

[Go to Market Insights](#)

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<https://www.statista.com/outlook/>

10
sectors

190+
geographical
entities

1,000+
markets

400+
reports

Author



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Jonah Trenker graduated in Tübingen, Germany with a master's degree in economics and finance, with a focus on empirical calculations. In the Strategic Market Insights department, he is responsible for media markets, as well as Metaverse, AR & VR and Esports markets. Additionally for the Artificial Intelligence market. He supervises the markets from research and modeling, to forecasting and publishing.