

# Media and Entertainment Viewpoint Service

A strategic lens on global media and entertainment—from cinema to games—backed by expert insight and trend analysis.

## Key Questions Answered

- How will the cross-media shift towards advertising impact spending patterns in the key media and entertainment sectors?
- What factors are driving or inhibiting growth in cinema, TV, online video, games, music, and advertising markets?
- Which geographies, segments, and business models present the greatest opportunities?
- What cross-sector mega-trends will define competition in media and entertainment?

## What We Offer

- Broad market sizing, forecasts for major fast-growing media & entertainment services
- Insights into consumer spending and engagement across segments and geographies
- Strategic analysis of new business models and opportunities at key intersections
- Support for long-term planning through expert-led commentary and cross-sector thematic reports
- Direct access to Omdia's analysts via **Ask an Analyst** for tailored insights and consultation



The stakes have never been higher in the media and entertainment business as competition for consumers' time and spend intensifies across multiple markets, services and providers.



**Maria Rua Aguite**  
*Senior Research  
Director, Media and  
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**SPEAK WITH OUR EXPERTS**

# Delivering strategic insights for the M&E industry

## Scope of Research



### Media & Consumer Spend Tracker

Aggregates country-level and regional data on consumer spending at the total, per household and per capita level across TV, video, music, games and cinema, offering historical trends and **4-year** forecasts.



### Cinema Viewpoint Data

Comprehensive data and forecasts quantifying box office revenue, cinema screen numbers across **60+** global markets, providing insights into theatrical distribution & exhibition trends.



### TV & Online Video Viewpoint Data

Historic data and five-year forecasts on subscription numbers, transactions, revenues across **67** countries for pay TV, online video subscriptions, and advertising-supported video markets.



### Games Viewpoint Data

Market sizing spending data and forecasts for key console, PC, mobile, and cloud gaming markets, plus data insights into hardware installed bases for **50+** countries and territories.



### Music Viewpoint Data

Annual analysis of recorded music revenues by format and business model, offering insights into physical, digital and performance rights revenues across global markets.



### Advertising Viewpoint Data

Data and forecasts for advertising revenues, including for linear TV, online video, cinema, out-of-home, print and radio, with regional breakdowns and trend analysis.



### Cross-Sector Media and Entertainment Reports

Thematic reports focusing on trends and disruptions that intersect across more than one media market, providing insights into actionable strategies for long-term planning.



### Media & Technology Digest

A monthly publication curating key insights and updates from across Omdia's Media & Entertainment research, offering unparalleled depth and scope.

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