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~~2026 media outlook~~
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~~event: NBCUniversal /~~
~~PwC Dragons fight over~~
~~jaw-dropping multi-~~
~~million pound business |~~

Dragons' Den - BBC

Alex Blumberg, Gimlet -
XOXO Festival (2015)

Linda Yaccarino,
NBCUniversal:

Dysfunction in Media
Measurement at IAB

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Design sprint with
Gimlet Media Five
Independent Comic
Books That Need
Adaptations A Career In
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Future of Entertainment
and Technology | Lauren
Schnipper |
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Media Industry and
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~~2017-2021 US launch~~

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Entertainment and media

Outlook 2013 -- 2017:

Panel discussion David

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Sable—Young
Rubin & Associates @ PwC's
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& Media Outlook
2017-2021—Content
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2017-21: India highlights
David Sapin, PwC @ US
Preview Event, PwC's
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Entertainment Media
Outlook 2017
Global Entertainment
and Media Outlook 2017

– 2021. 07 June, 2017.

Curtain up! User
experience takes centre
stage. The new strategic
imperative for
entertainment and media
companies is to turn
customers into fans.
They need to do this in
the middle of changing

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user preferences, rapid technology advances and disruption to business models.

Global Entertainment
and Media Outlook 2017
– 2021 | PwC ...

24 Global entertainment
and media outlook
2017 – 2021. events;
ticket sales are forecast to
grow at a 3.2 percent
CAGR between 2016 and

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2021. But the music business also faces some unique challenges.

Although growth accelerated considerably with the launch of Apple Music in 2015, competition is intensifying.

Perspectives from the
Global Entertainment
and Media ...

One of the strongest

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growing sectors in this year's Global Entertainment and Media Outlook was subscription internet video. The leading players in this sector: Netflix, LightBox and Neon, have already become household names and this sector is predicted to reach compound annual growth of 16.6 per cent

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through to 2021.

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outlook 2013 – 2017: A

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opportunities and
challenges in an on-
demand world

Deloitte ' s Media and
Entertainment Outlook,
developed by the US
member firm, provides
an overview of industry
trends in on-demand
media, personalized
content, changing
business models, and the
emergence of new
technology. Let ' s make

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this work.

Entertainment

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2017 Media and
Entertainment industry

trends | Deloitte ...

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And Media Outlook

2017 . December 16,

2017 by viola. A lot has

been written about

advertising one ' s
enterprise organization.

Online advertising is an

promoting method by

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way of which webmasters could make their websites economically profitable and canopy the prices of hosting and domains Additionally it is a manner to ...

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And Media Outlook
2017 | SS4W

India to register a CAGR
of 10.6% over 2016-2021.
PwC's Global

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entertainment and media outlook 2017-2021 is a comprehensive source of five-year forecast and five-year historic consumer and advertiser spending data and analysis, for 17 entertainment and media segments, across 54 countries. As per the Outlook, India is set to register a high compounded annual growth rate of 10.57%

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over the period 2016-2021 and will be in the top ten markets in terms of absolute numbers by 2021.

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Entertainment and
Media Leader PwC
Media Outlook
Southern Africa

2017-2021 PwC
September 2017 I am
delighted to announce
the launch of this year ' s
expanded Entertainment
and media Outlook:
2017 – 2021, An African
perspective (Outlook).
This year ' s Outlook is
newly expanded and
enhanced from the
previous year ' s

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3-country, 11-segment
format.

Media Outlook

2017-2021 - PwC
Entertainment and media
outlook: 2017-2021 -
PwC

Now in its 21st year, this
year ' s Outlook takes
into account the effects of
COVID-19 on the
entertainment and media
industry. As in previous
years, we ' ve taken a
deep dive into our wealth

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of detailed data, forecasts and analyses, and created new perspectives and insights to help you shape your strategies for years ahead.

Global Entertainment & Media Outlook

2020 – 2024: Media ...

Global Entertainment and Media Outlook 2017 - 2021. Our global entertainment & media

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entertainment
Media Outlook
2017-2021 PwC

outlook helps businesses make more informed decisions, by providing a single comparable source of global analysis for the media industry. The outlook includes a five-year forecast and five-year historic view of consumer and advertising spending data across 54 countries.

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and Media Outlook
2017-2021 | PwC Turkey
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Entertainment & Media
Outlook provides a
single comparable source
of consumer and
advertiser spending data
and analysis. Regardless
of how you influence
business decisions, the
Outlook can help you
understand industry
trends so you can

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capitalise on new
opportunities.

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Media Outlook 2019 -
2023: PwC

PwC's Global
Entertainment & Media
Outlook. Entertainment
and media are
everybody ' s business
today. New technology
and the resulting shifts in
user behavior are

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blurring the lines across industries and sectors. And as they aim to reach, attract, and engage customers more effectively, businesses in a broad range of sectors are seeking to build, buy, and borrow media capabilities.

PwC 's Global
Entertainment & Media
Outlook

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2017 – 22 CAGR 4.4%

Source: PwC Global
Entertainment & Media
Outlook 2018 – 2022,

www.pwc.com/outlook

Global E&M revenue

Global E&M revenue

(projected data) Growth

rates remain steady even

as the industry is being

transformed. PwcOutloo

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Media Outlook ...

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2020-2024 Pulling the
future forward: The
entertainment and media
industry reconfigures
amid recovery. Explore
segment data View data
and commentary for 14
industry segments.

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Explore territory data

View data and
commentary for 53
territories ...

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Entertainment & Media
Outlook

The U.K. 's

Entertainment and

Media (E&M) sector is
set to overtake Germany
and become the largest in
Europe, the Middle-East

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and Africa according to PwC 's latest Entertainment and Media Outlook. The research shows that the United Kingdom ' s E&M sector will be worth £ 62.8bn in 2017, overtaking Germany ' s £ 58.6bn.

PwC Global Media and
Entertainment Outlook
Global E&M Outlook

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2017-2021 The United States is projected to remain the largest E&M market through 2021, however the % of total E&M spend the US represents is declining

Projected % of E&M Revenue in 2021 (top markets)

United States	45%
China	18%
Japan	10%
Germany	6%
United Kingdom	6%
France	4%

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Media Industry

Accounting Group

Annual conference 2017

entertainment

experience. Global

telecom company invests

in entertainment

operating system to

deliver a personalized

entertainment experience

across all devices. Social

networking company

releases anti- harassment

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capabilities to enhance user safety. Multinational E&M conglomerate has created a patent-pending 3D printer. The sharing economy

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