



# African Entertainment & Media Outlook 2019-2023

How can Outlook help you navigate the ever-evolving media landscape?

Take a look around the Entertainment & Media Outlook 2019 –2023 at [www.pwc.co.za/outlook](http://www.pwc.co.za/outlook)

## One comparable online source of consumer and advertising spending

Understanding where consumers and advertisers are spending their money in the entertainment and media industry can help inform many important business decisions.

PwC's African 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 capitalise on new opportunities.

View the African Entertainment & Media Outlook: [www.pwc.co.za/outlook](http://www.pwc.co.za/outlook)



## Updated annually and now in its 10th year

The intuitive online functionality allows you to easily browse, compare and contrast spending; a powerful online tool to help answer important questions shaping the industry.



Compare digital and non-digital spend data for 14 entertainment and media segments across 5 countries



Download country and segment data and commentary to PDF



See year-on-year growth with five-year forecast and five-year historical spend data

## 2. Choose territory

Data consumption, E-sports and VR data are not available in every territory.

### Global

All Global

### North America

All North America

US

Canada

### Asia Pa

All Asia

Austral

China

Hong K

### Western Europe

All Western Europe

Austria

Belgium

Denmark



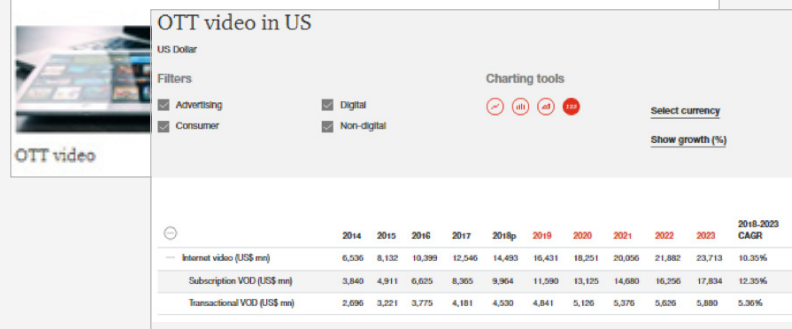
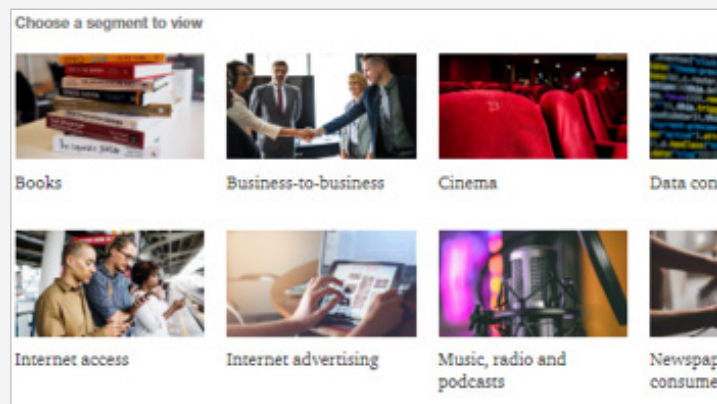
## Country data and commentary

Want to understand how local markets and global forces are impacting your region?

Browse consumer and advertising spending by country.

## Segment data and commentary

Browse consumer and advertising spending by segment, to get a deep dive on trends and insights within your industry.



## 1. Choose data

To select sub-segments, click the "+"

Please note, exporting to Excel has a limitation on the number of countries and data points. Segments can be expanded to show all sub-segment data within the data explorer. It is not necessary to select the sub-segments of any selected option.

### Revenue segments

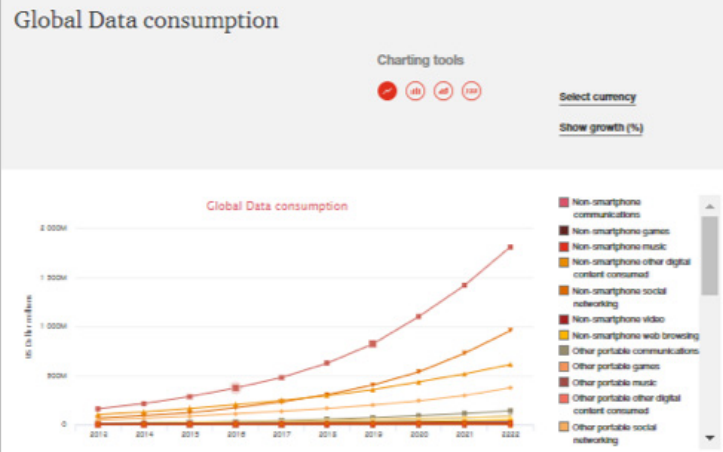
- All Entertainment and Media --
- Books +
- Business-to-business +
- Cinema +
- Internet access +
- Internet advertising +
- Music, radio and podcasts +
- Newspaper and consumer magazines +
- OTT video +
- Out-of-home

### Non-revenue segments

- Cinema**
- Average admission price
- Admissions
- Screens +
- Data consumption**
- Data consumed +
- Internet access**
- Apps (no. of downloads)

# Create your own dataset

Build bespoke data selections, save for future use, and export to Excel and PDF.



The online tool offers dashboards at the segment and country level for faster analysis and visualization. Dashboards include GDP and E&M growth comparisons, heat maps, and analysis amongst the five African country rankings.

