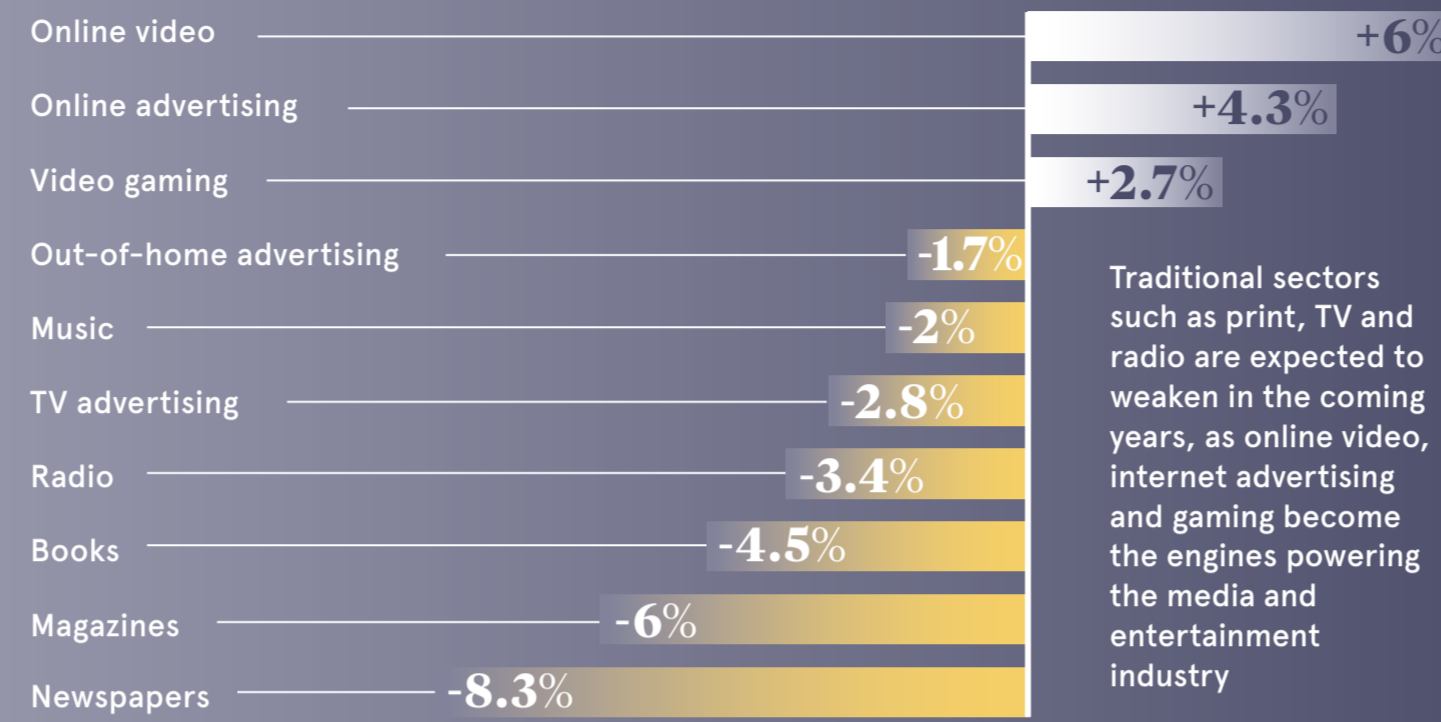


PREDICTING THE FUTURE OF MEDIA AND ENTERTAINMENT

From a surge in popularity of virtual reality to downloading entire films in seconds via 5G, the media and entertainment industry will be unrecognisable in years to come

Growth rates of major media and entertainment sectors

Compound annual growth rate minus GDP growth, 2016 to 2021



152%

jump in the estimated size of the global e-sports market between 2017 and 2021, from \$0.66 billion to \$1.65 billion

Newzoo 2018

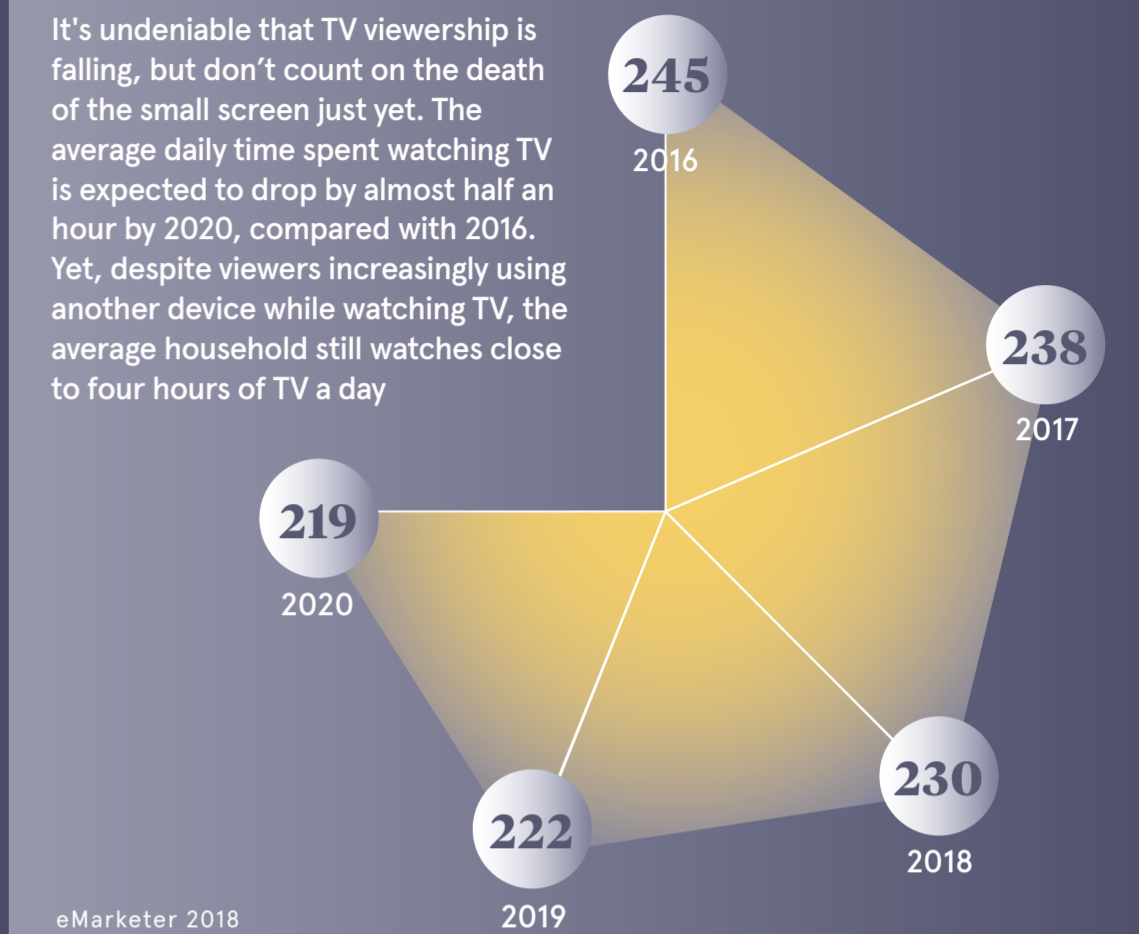
26.3m

estimated virtual reality headset shipments in 2022, up from 100,000 in 2016

IDC 2018

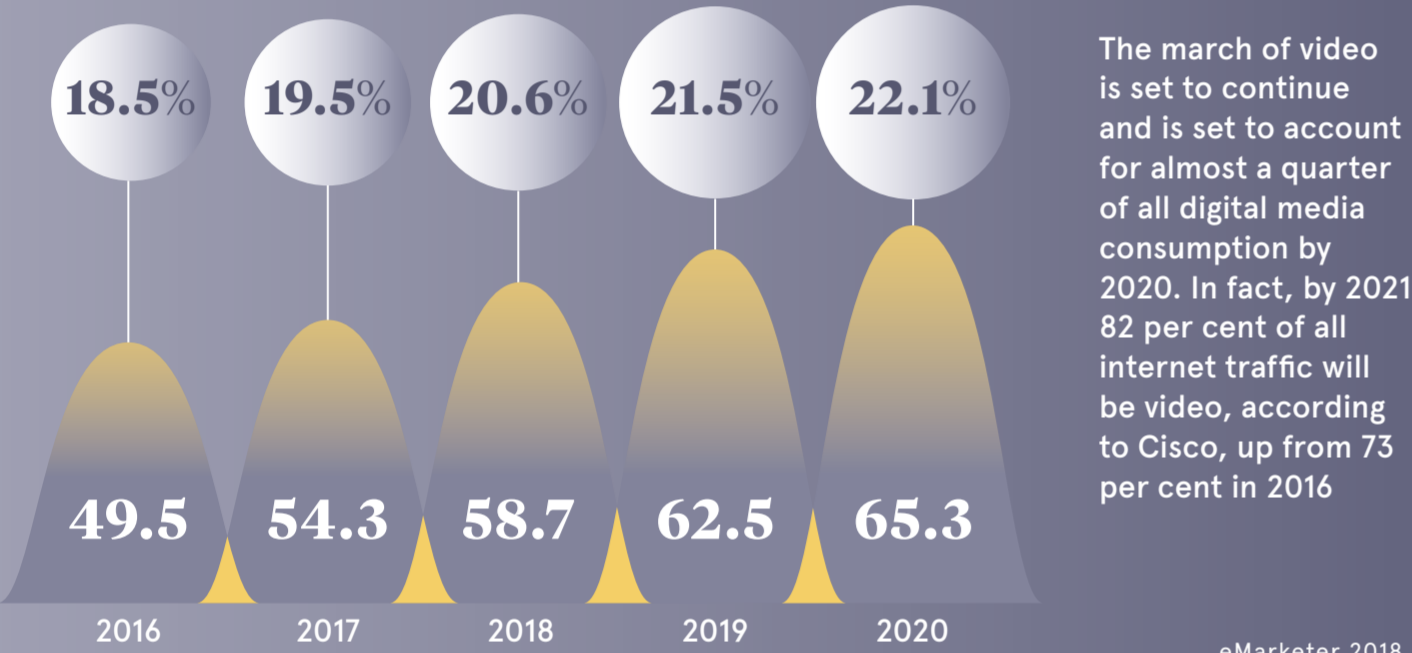
Average daily time spent watching TV

Survey of US public; includes time simultaneously consuming other media (in minutes)



Average daily time spent watching digital video

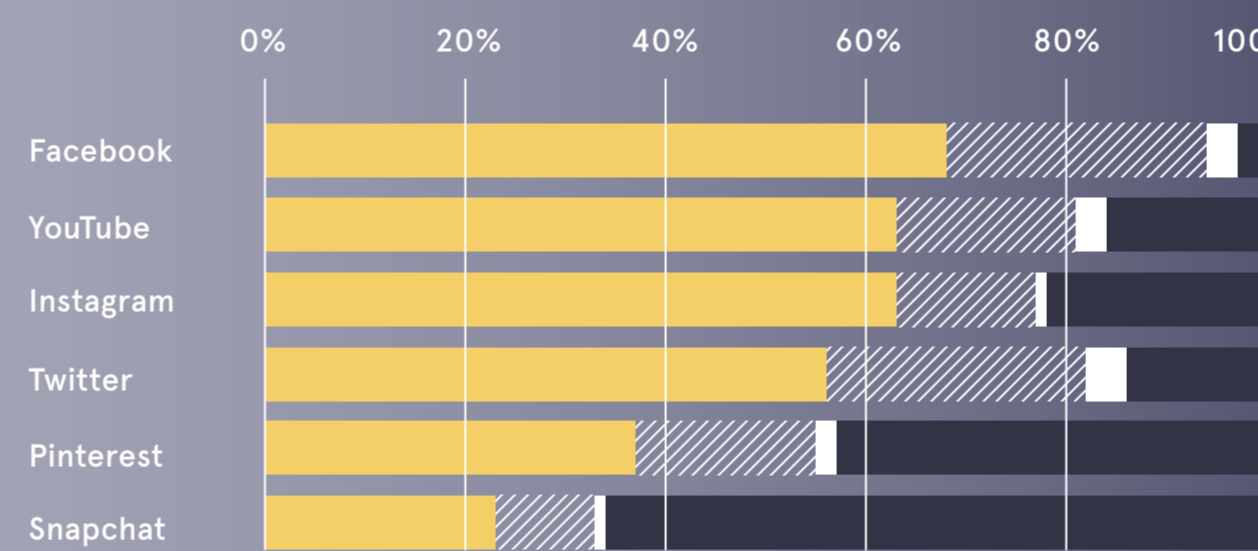
Minutes spent | Share of total time



Future use of social media marketing

How marketers are planning to change their strategies in the future

Increase | Stay the same | Decrease | No plans to use



650m

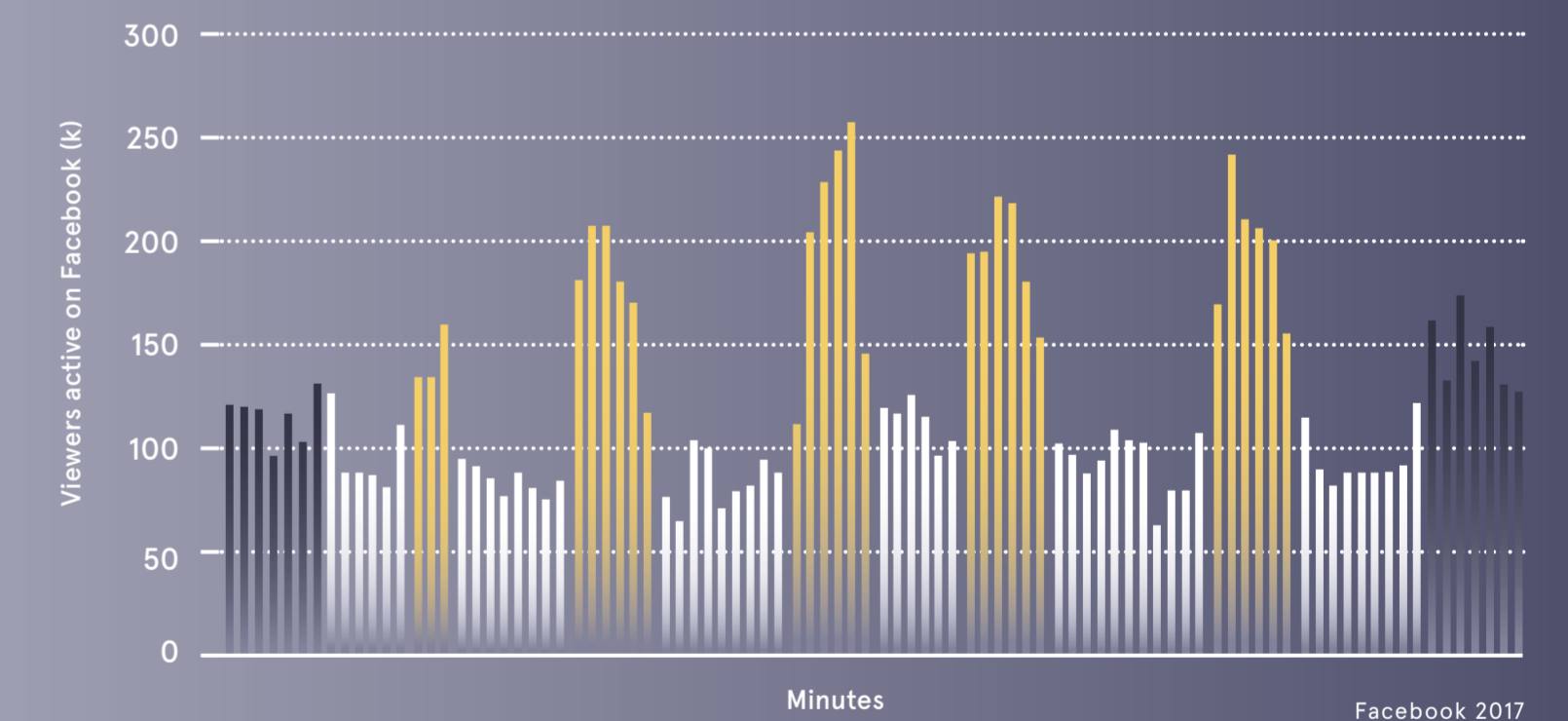
predicted global subscribers to over-the-top (OTT) services such as Netflix and Amazon Prime by 2021, up from 401 million in 2017 and 290 million in 2016

IHS Markit 2018

TV viewers turning to Facebook during ad breaks

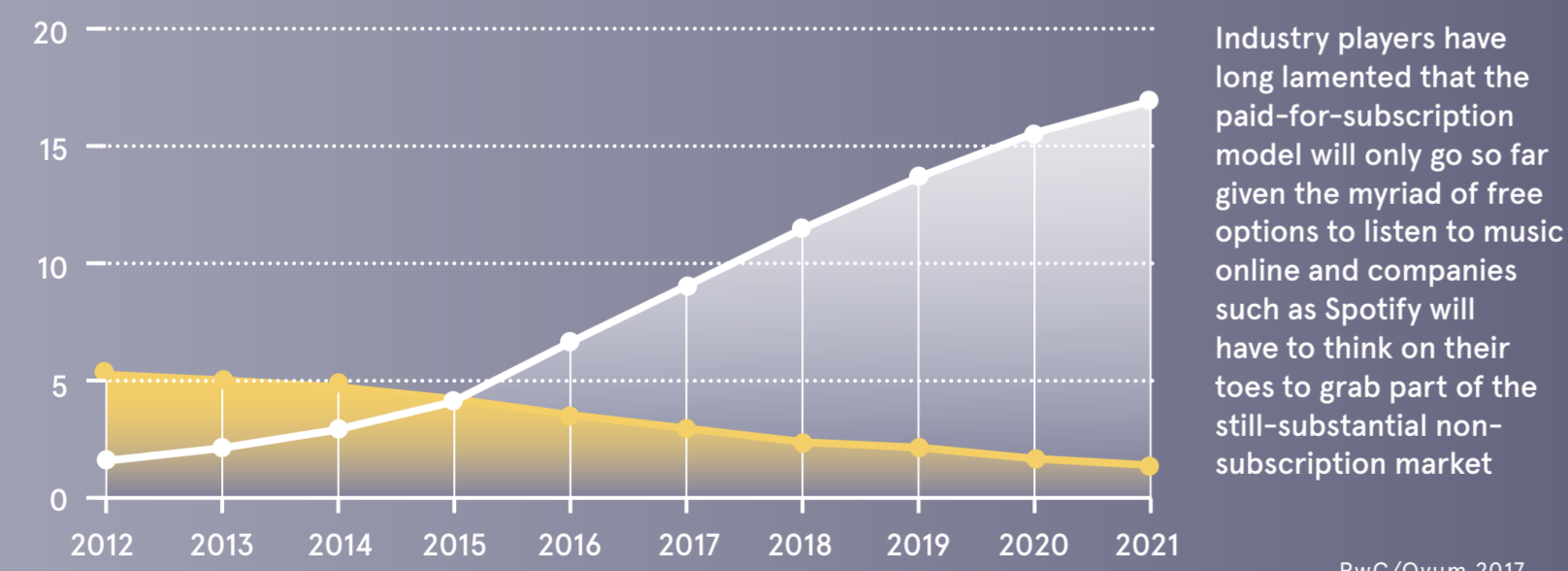
Study of one million US Facebook users who indicated they were watching the season premiere of a popular cable TV programme

Ad break | During programme | Pre/post programme



Global music downloads and music streaming revenue (\$bn)

Digital music-downloading revenue | Digital music-streaming revenue



0.001secs

(one millisecond) expected 5G latency – the time it takes a network to respond to a request – compared with 15 to 60 milliseconds on 4G and 120 milliseconds on 3G. This will be pivotal over the next few years, with the influx of 4K and 8K movie downloads, high-resolution virtual reality and ultra-high-definition game streaming from cloud servers