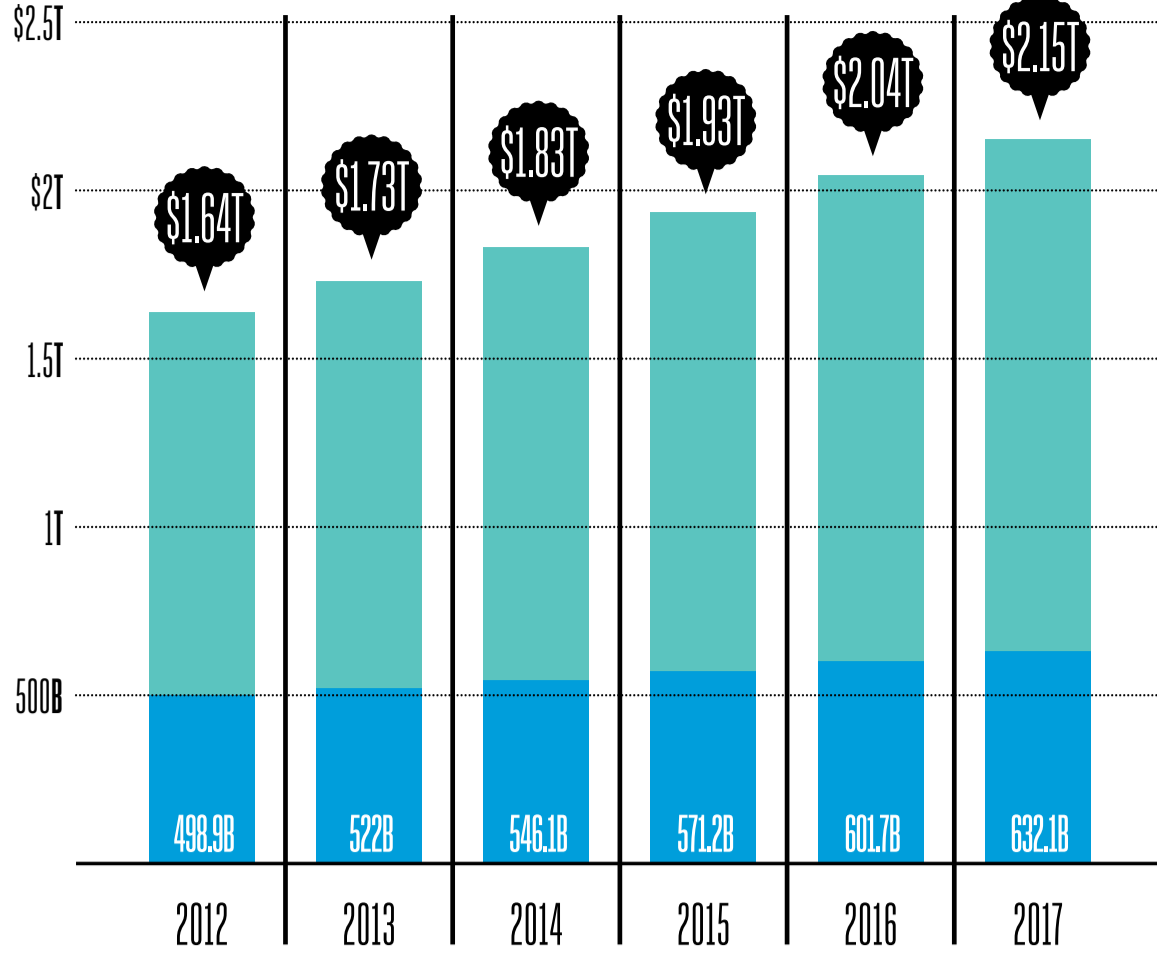


# PWC's 2013 Entertainment Report

A \$2.15 TRILLION INDUSTRY BY 2017

PwC divides the industry into 13 sectors that combined will grow about 5.6 percent annually. The largest sector is Internet access (ISPs); the smallest is out-of-home advertising (billboards and bus benches).

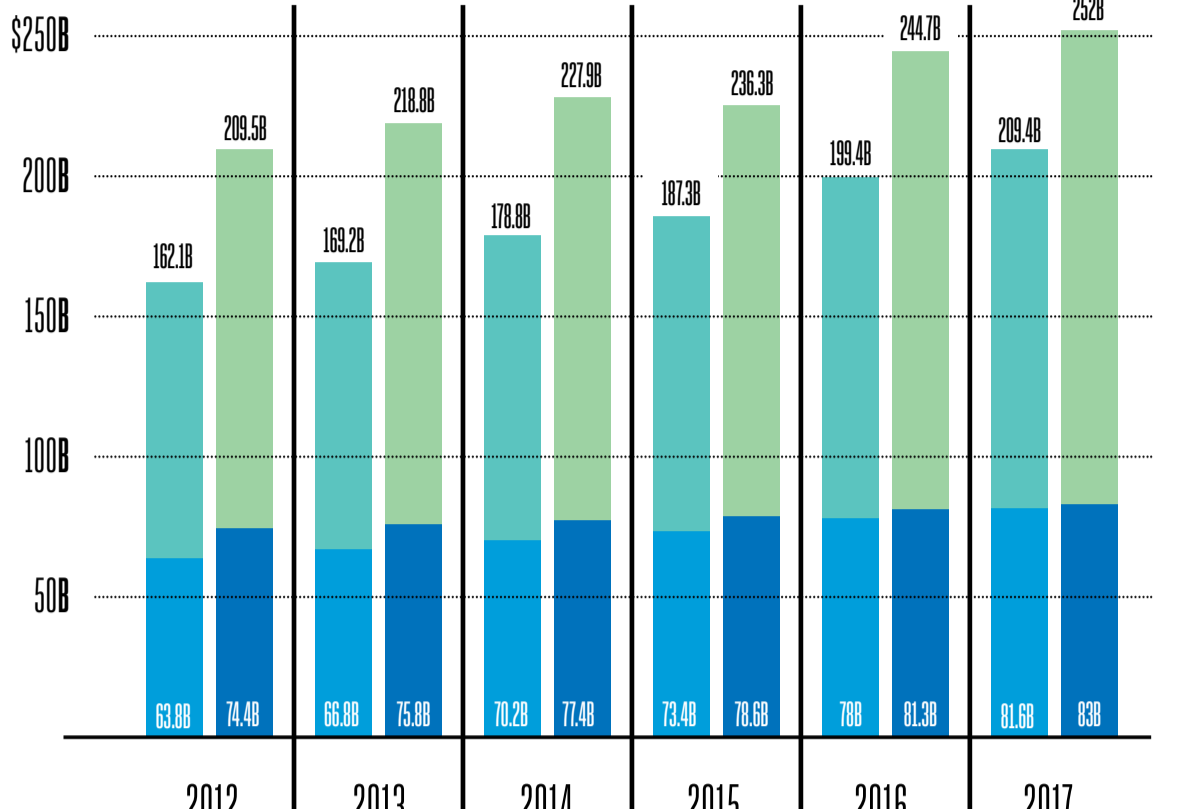
USA WORLD



## Television Advertising + Subscriptions and license fees

Despite DVRs and other challenges, TV advertising will grow 5.3 percent annually through 2017, outpacing TV subscriptions and license fees, which will notch 3.8 percent growth.

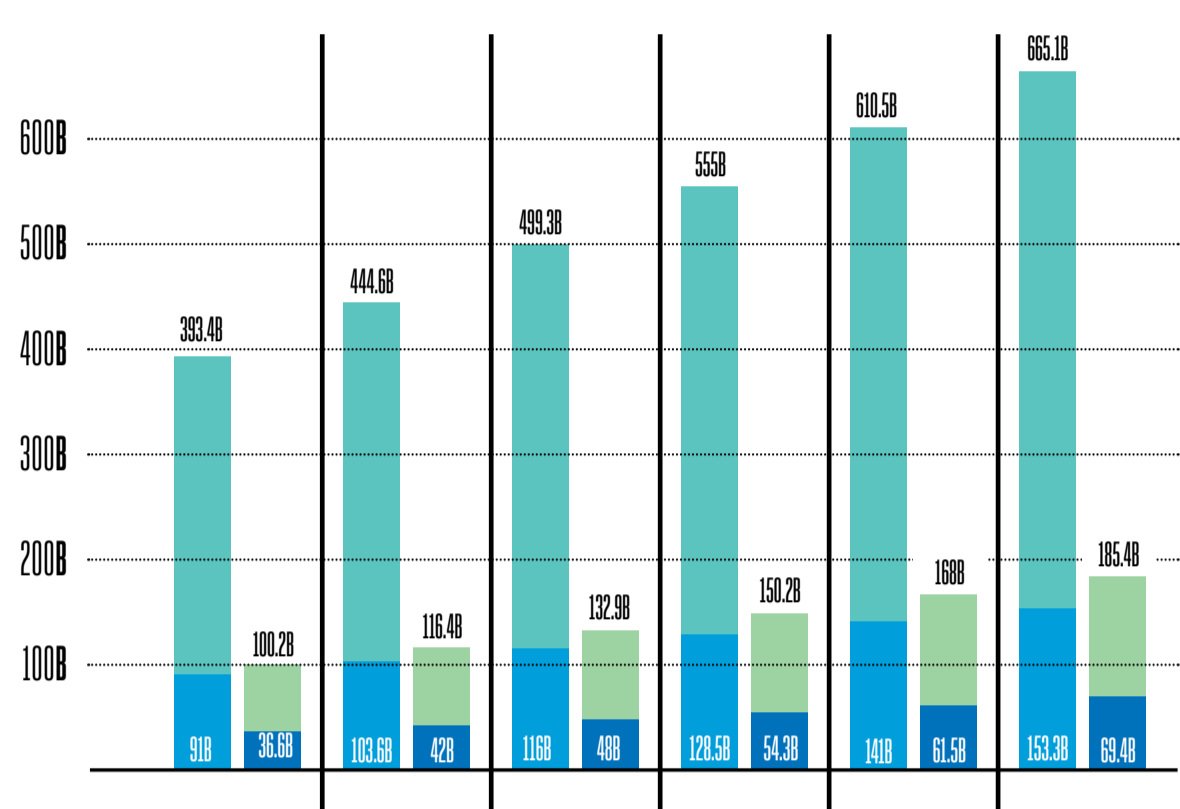
Advertising Subscription & License Fees  
WORLD WORLD  
USA USA



## Internet Advertising and Access

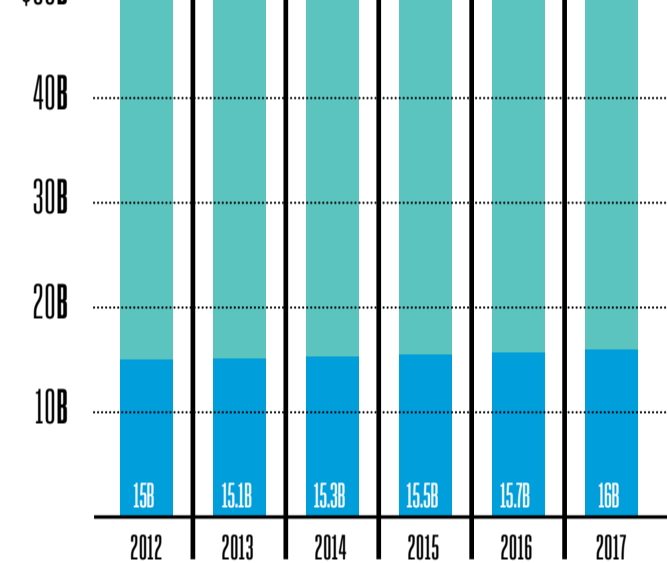
Connecting consumers to the Internet will remain the industry's largest revenue generator, growing 11.1 percent yearly. But online advertising is growing more quickly at 13.1 percent annually.

Access Advertising  
WORLD WORLD  
USA USA



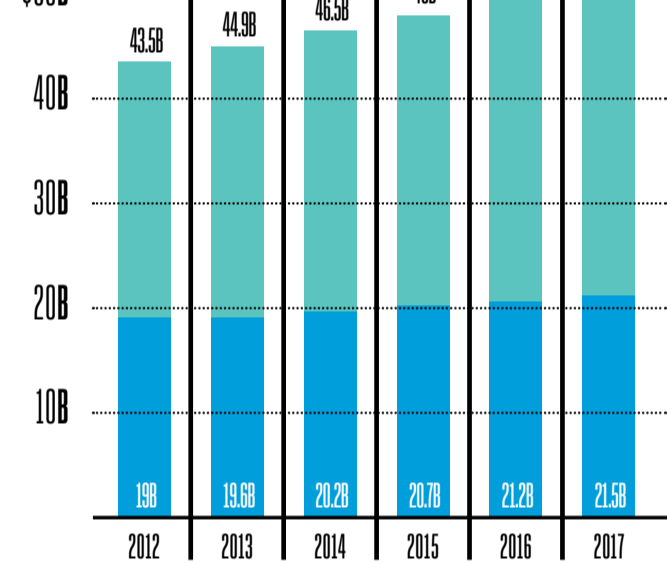
## Music

The Internet has slowed the record industry, but it will manage 1.5 percent growth.



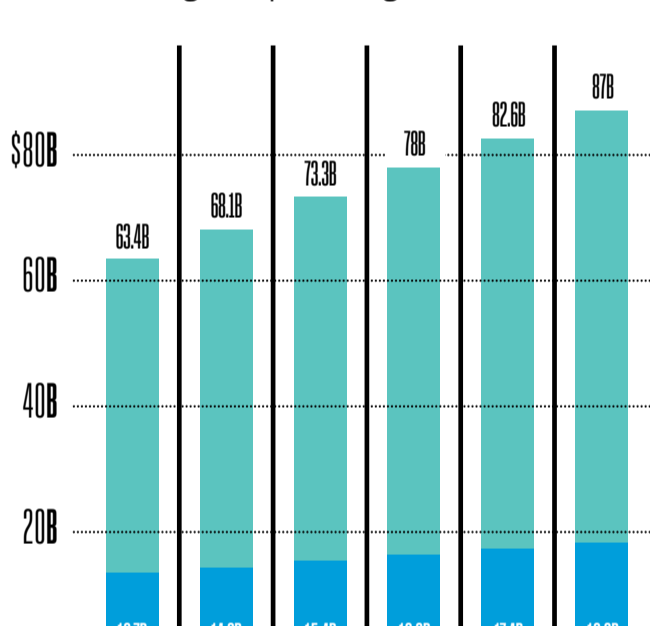
## Radio

Revenue generated by broadcast and satellite radio will grow 3.2 percent annually through 2017.



## Video Games

Robust annual growth of 6.5 percent means this sector will overtake consumer magazine publishing.



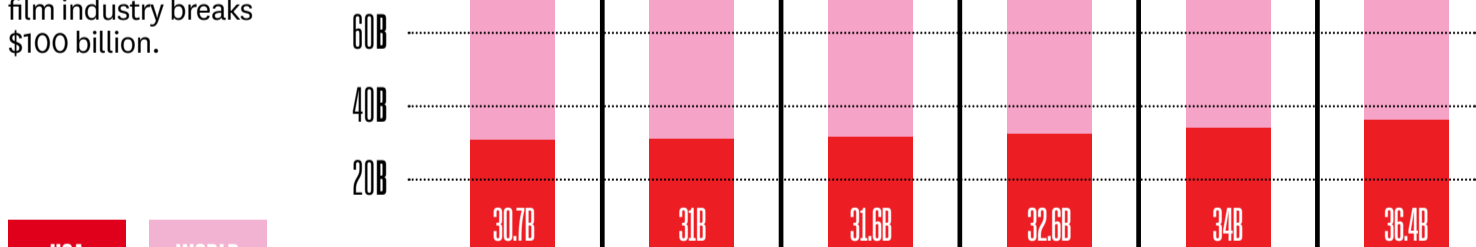
## FILMED ENTERTAINMENT IN THE USA AND GLOBALLY

PwC breaks the film industry into four subsectors, two of which — electronic home video and physical home video — have their own subsectors. Box office will remain the biggest driver for the foreseeable future

Box office will remain the biggest driver for the foreseeable future

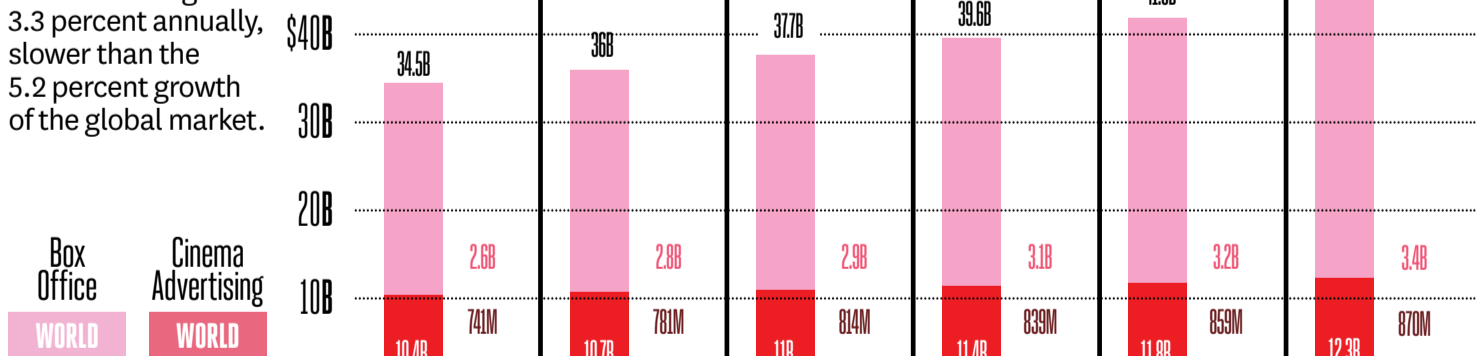
### Total

With annual growth of 3.6 percent, look for a milestone in 2016, when worldwide revenue taken in by the film industry breaks \$100 billion.



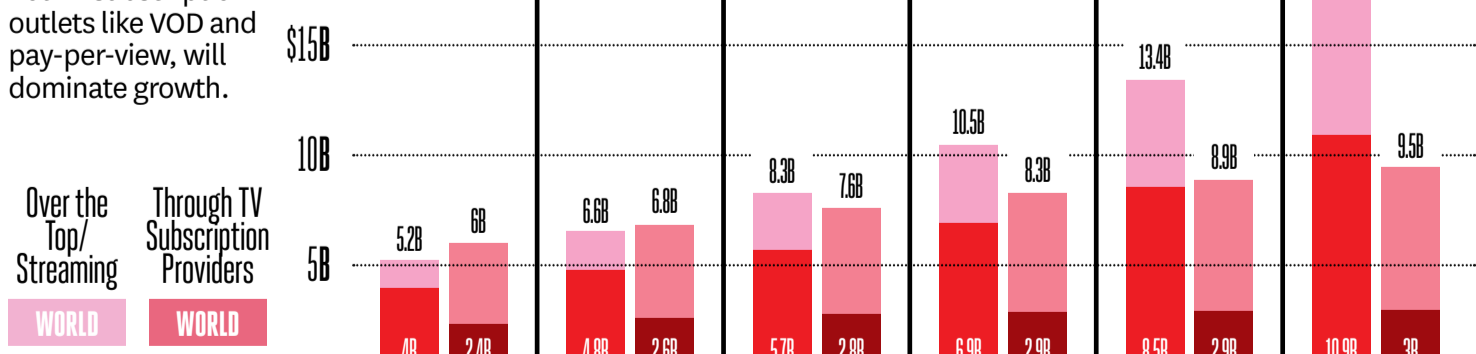
### Box Office and Cinema Advertising

Signifying the increasing power of international moviegoers, U.S. box office will grow 3.3 percent annually, slower than the 5.2 percent growth of the global market.



### Electronic Home Video

"Over the top" services such as Netflix and Hulu, not TV subscription outlets like VOD and pay-per-view, will dominate growth.



### Physical Home Video

With a projected 4.9 percent annual global drop, DVD and Blu-ray sales and rentals represent the only segment of the film industry in decline.

