

Report Synopsis

The global M&E industry was worth USD1.41 trillion in 2005, and is growing at a compound annual growth rate of about 7%. The structure and control of this industry is cause of much debate and, unusually, governments across the world intervene blatantly in order to achieve covert and overt objectives. In many nations, the media industry is seen as being both different and too important to leave to 'market forces'.

This survey of the media and entertainment industry focuses on macro issues, giving a broad level industry overview from a global perspective. If you are a student of the media, a consultant or employee of a large media conglomerate, a media regulator, agency staffer, or owner/manager of a start up hoping to get a slice of the revenues of these dynamic markets – then this survey is written for you.

You will comprehend that the growth in the industry is currently driven by various factors, including improved economic conditions, increased disposable incomes, and increasing advertising revenues. Appreciate also, that there are certain challenges facing the players here, including: piracy; cost restructuring; leveraging information technology platforms; media consolidation; new technologies; convergence of IT telecom, media and entertainment; and government regulations

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