

# MEDIA: A GROWTH MARKET

SIZE OF GLOBAL MEDIA AND ENTERTAINMENT MARKET IN 2008:  
**US\$ 1.7 trillion**

Source: PricewaterhouseCoopers

SIZE OF GLOBAL MEDIA AND ENTERTAINMENT MARKET IN 2014:  
**US\$ 5.7 trillion (2008 dollars)**

Source: Future Exploration Networks

Media, entertainment, and related industries are positioned at the center of massive global growth. The current positioning of some media companies in a rapidly-changing market means they are not experiencing this upside. Others are doing fabulously well in tapping people's almost insatiable desire for content and connection. In this report we explore the growth and opportunities available to all participants in the vast landscape which is media.

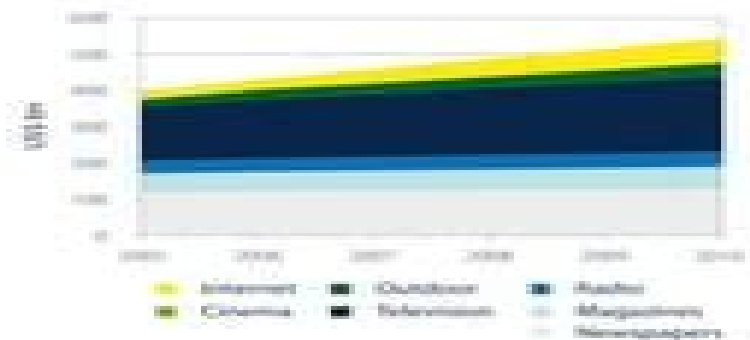
Fastest growing advertising markets 2007 - 2010

Source: Zenith Optimedia



Global advertising revenues

Source: Zenith Optimedia



# Future Of Media Report 2008

**Michael Rajnik**



## **Future Of Media Report 2008:**

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