

Mass Entertainment Groups - World

Market Analysis – 2015-2020 Trends – Corporate Strategies

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Exclusive extracts from this 254 page-long report:

- **What is the business?**

Music and filmed entertainment represent the largest share of the mass entertainment industry, with a market value of €38.4 billion in 2014. These segments generate revenues from physical and digital sales of the content created and produced. Leaders also improve revenues by selling by-products, advertising and licensing agreements [...]

- **Who are the key players?**

The entertainment industry is composed of many large actors. The filmed industry encompasses a larger number of competitors than the recorded music industry which might be considered as an oligopoly with three main competitors. In both cases, consumer switching costs are relatively low, as zapping on the TV and skipping songs are easy actions [...]

Companies analysed in the report include: **SONY CORPORATION, VIVENDI, TIME WARNER, 21ST CENTURY FOX, CBS CORPORATION, THE WALT DISNEY COMPANY, NETFLIX, COMCAST, VIACOM and WARNER MUSIC GROUP.**

- **How intense is competition?**

In both mature and developing markets entertainment groups are competing fiercely, particularly in the United States, which is their most Conglomerates are working to get customer's eyeballs. Although industry leaders have been converging to fight against the piracy threat, which has been increasing overwhelmingly with the rise of the internet.

- **What are the main markets?**

In 2014, two of the three largest music and filmed entertainment companies were headquartered in the United States. The same year, North American conglomerates represented 72% of industry leaders' revenues. These leading groups are deeply rooted in their home market, although intense competition is forcing them to expand globally. Nevertheless, entertainment companies are developing activities in Latin America and Asia Pacific by creating tailored entertainment products for these new markets.

To find out more on the sector and its leading corporations, please find enclosed the order form to obtain this exclusive report by Xerfi Global.

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