Content Economics - How Digital Distribution is Impacting Content Industries

Description: This report takes a look at four major content industry sectors:
- book publishing
- recorded music
- video games
- video.

For each sector, it provides detailed market data, along with an analysis of sector's transition to digital formats and distribution, how this is impacting the industry structure and how revenue is distributed between market players.

It then delivers a cross-cutting and comparative analysis of trends that are common to all four sectors. Lastly, it provides global market forecasts for 2016-2020 for all four sectors, for six key countries and four regions.

Slideshow Contents:
A sector-by-sector look a the content industry
- Global overview: a sector worth 145.5 billion EUR in 2015
- Book publishing: a very disparate digital transition
- The book publishing market's digital transition: key trends
- Recorded music: have subscription services overtaken singles sales?
- The music industry's digital transition: key trends
- Video games: new business models taking hold
- The video game market's digital transition: key trends
- Video: SVOD taking hold worldwide
- The video market's digital transition: key trends

Comparative analysis of the digital transition in the different content industries
- Dropping prices and household spending
- A paradigm shift from ownership to access
- A shift towards yield management of cultural goods?

Market forecasts
Average annual growth of 4.5%, driven by video games

A change in how revenue is distributed
- Producers and rights owners on the winning side of the paradigm shift
- Redistribution of revenue: book publishing industry
- Redistribution of revenue: music industry
- Redistribution of revenue: video game industry
- Redistribution of revenue: video industry

Databook Contents:

General indicators
- Demographic indicators
- Number of households
- Growth rate

Economic indicators
- Gross domestic product
- Growth rate
- Parity
- Parity – local currency per EUR

Publishing
Consumption
- Physical books sales volume (million units)
- Digital books sales volume (million units)
- Dematerialisation rate of the market in sales volume
- Number of subscriptions to online services (million subs.)

Revenues
- Total revenues (million EUR)
- Physical books sales revenues (million EUR)
- Digital books sales revenues (million EUR)
- Subscription services revenues (million EUR)
- Dematerialisation rate of the market in value

Household expenses – Prices – Services ARPU
- Annual household expenditure on physical books
- Annual household expenditure on digital books
- Physical books average price
- Digital books average price
- Subscription ARPU

Music
Consumption
- Sales volume of albums and singles on physical media (million units)
- Sales volume of digital albums and single tracks (million units)
- Dematerialisation rate of the market in sales volume
- Number of subscriptions to online services (million subs.)

Revenues
- Total revenues (million EUR)
- Physical sales revenues (million EUR)
- Digital sales revenues (million EUR)
- Subscription revenues (million EUR)
- Dematerialisation rate of the market in value

Household expenses - Prices – Services ARPU
- Annual household expenditure on music on physical media
- Annual household expenditure on music files and online services
- Average price of an album/single on physical media
- Average price of a digital album/single
- Subscriptions ARPU

Video games
Consumption
- Sales volume of software on physical media (million units)
- Sales volume of dematerialised software (million units)
- Dematerialisation rate of the market in sales volume
- Number of subscriptions to online services (million subs.)

Revenues
- Total revenues (million EUR)
- Physical sales revenues (million EUR)
- Digital sales revenues (million EUR)
- Other revenues (million EUR)
- Subscription revenues (million EUR)
- Dematerialisation rate of the market in value

Household expenses - Prices – Services ARPU
- Annual household expenditure on video games on physical media
- Annual household expenditure on online software and video games
- Average price of software on physical media
- Average price of dematerialised software
- Subscriptions ARPU

Video

Consumption
- Sales volume of titles on physical media (million units)
- Sales volume of dematerialised titles (million units)
- Rentals volume of titles on physical media (million units)
- Rentals volume of dematerialised titles (million units)
- Number of subscriptions to online services (million subs.)
- Dematerialisation rate of the market in volume

Revenues
- Total revenue (million EUR)
- Sales and rentals revenues from titles on physical media (million EUR)
- Sales and rentals revenues from dematerialised titles (million EUR)
- Dematerialisation rate of the market in value
- Subscription services revenues (million EUR)

Household expenses - Prices – Services ARPU
- Annual household expenditure on video on physical media
- Annual household expenditure on online video and services
- Average price of a title on physical media (sale and rental)
- Average price of a dematerialised title (sale and rental)
- Subscriptions ARPU
6.4.2. Revenue distribution
6.4.3. The engines of change
6.4.4. Change in how revenue is distributed in the video market between 2015 and 2020

7. Data book

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