

Global Branded Entertainment Revenues Up 8% to \$106B in 2017, Fueled by 9th Consecutive Year of Double-Digit Growth in Product Placement and Consumer Content Marketing

Global branded entertainment marketing revenues rose 8% to \$106.2 billion in 2017, fueled by the ninth consecutive year of double-digit growth in product placement and consumer content marketing worldwide, according to a new report by PQ Media.

STAMFORD, Conn. ([PRWEB](#)) April 13, 2018 -- Global branded entertainment marketing revenues rose 8.0% to \$106.20 billion in 2017, fueled by the ninth consecutive year of double-digit growth in product placement and consumer content marketing revenues worldwide, according to a new report released today by [PQ Media](#). Total revenues are projected to rise at an accelerated 8.6% in 2018, as key cyclical and secular trends favor all three branded entertainment marketing platforms and several media channels therein, such as product placement in digital media, music and television, as well as digital-only and non-textual consumer content marketing, according to [PQ Media's Global Branded Entertainment Marketing Forecast 2018](#).

Global branded entertainment revenues grew at twice the rate of overall advertising & marketing revenues in 2017, surpassing \$100 billion for the first time ever as brand marketers shift investments to media channels that demonstrate the ability to engage target consumers, create emotional connections and increase sales, despite strong headwinds negatively impacting various digital and traditional media. In particular, brand marketers have become more critical of digital advertising and marketing channels, following a series of issues that surfaced in 2017 related to fake news, ad fraud, ad placements near controversial content, and the growing use of ad blockers.

In an effort to avoid these pitfalls, brand marketers have increased their use of branded entertainment platforms, including consumer experiential marketing, product placement and consumer content marketing, which have continued to gain acceptance worldwide, leading major advertisers and agencies to form in-house divisions dedicated to planning, negotiating and executing branded entertainment deals.

“The continued growth of branded entertainment marketing is in sharp contrast to the weaker growth of traditional advertising & marketing platforms, such as live television, newspapers and direct marketing. In addition, PQ Media’s consumer time spent with media data indicates that younger demographics are moving away from traditional media platforms, while major brands are proactively seeking alternative media channels to engage these more mobile, tech-savvy younger audiences,” said PQ Media President Patrick Quinn. “The strong desire to gain brand awareness among target consumers, create positive brand associations and, ultimately, produce sales lift will continue to favor branded entertainment marketing worldwide over the next five years.”

Consumer experiential marketing, including event marketing and event sponsorship, remained the largest overall platform, as global revenues increased 5.6% to \$74.91 billion in 2017. Event sponsorship was the larger of the two channels at \$40.78 billion, while event marketing grew faster, up 7.1%. Event sponsors and marketers are expected to post accelerated growth in 2018, due to opportunities afforded by the Winter Olympics and FIFA World Cup, as well as a tighter focus on younger demographics participating in various annual events worldwide, such as Spring Break in the US and the Juwenalia Festival in Poland.

Consumer content marketing, including digital, non-textual and hybrid (print & digital) content marketing, was the fastest-growing branded entertainment platform worldwide in 2017, slightly outpacing product placement with a 14.5% expansion to \$15.61 billion. Hybrid content marketing was the largest channel at \$7.87 billion, while digital content marketing rose the fastest, up 24.7%, according to PQ Media's Global Branded Entertainment Marketing Forecast 2018. Brands are spending more time developing longer, quality social media posts and they have upped their use of social media to target influencers through popular apps like SnapChat. Video is hot, particularly live video, in which brands are developing new viral stars via multi-channel networks.

Global product placement revenues increased 14.0% to \$15.68 billion last year, with television being the largest channel at \$10.50 billion and digital media rising the fastest, up 26.7%. Despite the number of TV placements declining, PQ Media expects product placement to grow at a similar pace throughout the 2018-22 period, as plot integrations at higher CPM levels become more common.

Brands are aligning with rising social media stars via YouTube to use digital product placements to engage younger demos. Music video placements are also benefiting from YouTube and the trend toward products being placed in song lyrics, particularly in hip-hop.

In the United States, overall branded entertainment marketing expanded 8.8% to \$50.57 billion in 2017. Experiential marketing was the largest US platform, generating \$35.17 billion, while product placement rose the fastest, up 13.7%. The US accounted for 47.6% of global branded entertainment revenues, far outpacing second-ranked Germany at 5.1%, followed by China, Japan and the UK.

The fastest-growing branded entertainment markets in 2017 were Argentina (up 13.8%), India, Poland, Taiwan and Mexico. Global branded entertainment revenues are projected to grow at a compound annual rate of 8.7% in the 2018-22 period, according to PQ Media.

About the Report:

[PQ Media's Global Branded Entertainment Marketing Forecast 2018](#) is the 7th edition in this groundbreaking series that is recognized worldwide as the industry's biennial performance benchmark. The latest edition has been expanded to include new branded entertainment platforms and channels, as well as five new countries, delivering intelligent data and analysis covering the 2012-22 period, with 2012-16 historical data, 2017 year-end estimates, and 2018-22 projections.

Since 2005, the Global Branded Entertainment Forecast has been the industry standard for defining, segmenting, sizing, analyzing and projecting growth across all four global regions, Top 20 Global Markets, three key media platforms and 11 marketing channels, including: Product Placement in tv, film, videogames, digital media, recorded music, radio and print media; Consumer Experiential Marketing, including event sponsorships and event marketing; and Consumer Content Marketing, including hybrid, digital-only and non-textual content marketing.

The Core Report delivers 355 slides of exclusive market data and analysis with over 500 proprietary datagraphs, country-specific profiles and global market rankings. The Companion Excel Databook provides hundreds of consistent drill-down datasets and thousands of data points by leading country, media platform and marketing channel. To download a free executive summary and sample datasets, click the following link:

<http://www.pqmedia.com/gbef-2018.html>



About PQ Media:

[PQ Media](#) delivers intelligent data and analysis to executives at the world's leading media and technology organizations through syndicated market research, custom drill-down research and strategic advisory services. PQ Media uses a proprietary econometric methodology to define, segment, size and project growth across more than 100 digital, alternative and traditional media platforms and channels by global region, country, media platform, channel and generation group.



Contact Information

Patrick Quinn

PQ Media

<http://www.pqmedia.com>

+1 203-569-9449

Leo Kivijarv

PQ Media

<http://www.pqmedia.com>

203-569-9449

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