

PQ Media: Global Content Marketing Revs Surge 13% to \$26.5B in 2014; Growth Rate Accelerates to 14% in 1H15 as Dynamic B2B & B2C Branded Content Fuels 6-Yr Growth Streak

Content is King Again - PQ Media released the much-anticipated Global Content Marketing Forecast 2015-19, indicating global content marketing (CM) revenues grew at an accelerated 13% rate to \$26.5 billion in 2014. And PQ analysts say their exclusive KPI Benchmark Index portends the world's hottest marketing platform will achieve a 6th straight year of accelerated double-digit growth in 2015. What's more, the CM torrent is showing no signs of cooling down.

Stamford, CT ([PRWEB](#)) July 08, 2015 -- Global content marketing (CM) revenues surged 14.4% in 1H15, following a red-hot performance in 2014 when combined B2B & B2C content grew at an accelerated 13.3% to \$26.47 billion, according to new research by [PQ Media](#). Key growth drivers include next-gen B2B content, data, software and consulting firms, as well as consumer research-savvy B2C brand marketers scrambling to leverage and re-target their valuable content assets to capitalize on the growing influence of Gen-X and Millennial consumer and business end users, says the first annual [Global Content Marketing Forecast 2015-19](#), a groundbreaking KPI benchmark series designed to help industry stakeholders make smarter, faster strategic decisions amidst the seminal transformation reshaping the global mediasphere.

PQ analysts said this week that the world's hottest marketing platform shows no signs of cooling down anytime soon. On the contrary, industry KPI's are pointing to Global CM revenues posting the 6th consecutive year of accelerated double-digit growth by year's end, fueled by marketers shifting strategic resources to well-planned, efficient and intelligent content marketing solutions, such as campaigns targeting Gen-X and Millennial consumers by leveraging branded content via dynamic online, mobile, social, video and gaming channels. PQ analysts expect CM's blazing multi-year streak of accelerating double-digit growth to extend at least through 2016. CM's impressive growth streak since the depths of the Great Recession in 2009 is matched or exceeded only by the decade-long mobile media juggernaut and branded entertainment, according to [Global Content Marketing Forecast 2015-19](#).

B2B content marketing is the larger of the two major end-user sectors, generating \$13.96 billion in worldwide revenues last year and commanding a 52.7% share of the global market. The B2C content segment, meanwhile, grew a few points faster in 2014, expanding 14.3% versus the B2B sector's 12.5% gain during the year.

"This is the first in-depth and actionable KPI benchmark report to define, segment, size and project the velocity and trajectory of the world's most dynamic marketing sector of the last five years, building momentum at an faster YOY rate for each year from 2010 through the first half of 2015," said PQ Media CEO Patrick Quinn.

The United States – by far the world's largest CM market -- has been heating up with each passing year since late 2009, as the CM torrent has come to resemble the flaming brilliance of a rising phoenix of prosperity soaring above a gradually improving economic picture to serve as a key growth driver during this seminal period of broad-based transformation across the media landscape. The US market generated CM revenues of \$12.11 billion in 2014, exceeded the combined total of the remaining Top 14 Global Markets, including the UK, Japan and Brazil. American CM revenues expanded 12.2% in 2014, outperforming the industry average by one percentage point.

"Content marketing continues to build momentum on the importance of knowing your audiences by testing, planning and leveraging the best available talent, technology and intelligence sources to fuse the gift of engaging storytelling with a strong foundation of great content through concise, modern prose and the use of creative design aspects of old school journalism," Quinn added.

The already disruptive and transformative impact of the oft-cited Millennials, particularly the dynamic group of women in the brand marketer's sweet spot of 18-34, shows no signs of abating. Millennial women are downright killing it in this marketplace through efficient and effective use of new technology, large caches of malleable content and the charisma that has fueled the wave of popular female content producers and online video stars via popular social nets like YouTube and Facebook.

While TV remains the most consumed medium worldwide, viewing of first-run programs is declining in favor of time-shifted video consumption through multiple media, often to avoid traditional 30-second ads. Consequently, well-planned branded content campaigns have assumed a stronger position within the cross-media stratagem. This is especially true in the largest and fastest-growing branded content markets, including the US, Germany and South Korea, where brands work more closely with content producers to integrate brands more effectively into scripts and stories.

PQ Media's Global Content Marketing Forecast 2015-19 identifies three major sectors of content marketing and 13 different channels that share similar characteristics. Hybrid print & digital content marketing channels is the largest of three sector categories, reaching \$14.09 billion worldwide in 2014, propelled by the largest of the 13 channels tracked by PQ Media - branded print & digital magazines & advertorials at \$8.13 billion.

The fastest-growing content marketing sector category in 2014 was digital-only content marketing channels, which jumped 27.7%, fueled by the fastest-growing content marketing channel – branded mobile content & apps, which soared 61.5% during the year. Non-textual content marketing channels is the smallest sector category, although it has the second largest content marketing channel in sponsored events & event publications.

PQ Media projects that global content marketing will rise by a compound annual rate (CAGR) over 15% during the 2015-19 period to exceed \$50 billion, while the US market will increase at almost a 14% CAGR to more than \$22.5 billion in 2019.

About the Forecast

PQ's groundbreaking new [Global Content Marketing Forecast 2015-19](#) is designed to help management teams at leading content publishers, market data providers, digital media producers, brand marketers, ad agencies, management consultants and private media investors to make smarter, faster business decisions during this epic transformation reshaping the media ecosystem. U

User-friendly slide deck and deep-dive, value added datasets are unmatched at delivering the only in-depth, cohesive global industry map for analysis, debate, idea-sharing, and improved comprehension understand, plan strategically and execute the key tactics that will drive more effective integrated media campaigns, as well as B2B and B2C content solutions.

About PQ Media



[PQ Media](#) is a leading provider of actionable econometric data and analytics that drive strategic growth objectives for global media, entertainment and technology companies.



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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