



## PQ MEDIA® GLOBAL MEDIA FORECAST SERIES 2020-2024

The 8<sup>th</sup> annual [PQ Media® Global Media Forecast Series 2020-2024](#) is a groundbreaking three-report series delivering the only holistic view of the worldwide media economy through the industry's three KPIs – **Advertising & Marketing Spending; Consumer Media Usage; and Consumer Spending on Media** – providing critical market intelligence via econometric data and expert analysis covering each global region, country, media sector, platform, channel, and consumer demographic:

The annual *GMF Series* is a trusted strategic planning solution for leading media industry stakeholders, including media and tech companies, financial institutions, management consultants, trade associations, advertising agencies, and brand marketers, who count on PQ Media to provide intelligent data and analysis to make smarter business decisions.

PQ Media's analysts use our proven econometric methodology, which is driven by our proprietary tracking databases; exclusive Global Opinion Leader Panel; and our forecast algorithms to provide the most credible, consistent and actionable industry definitions and segmentation, comprehensive drill-down datasets, market sizing and insights, PEST trend analysis, and growth projections available anywhere. PQ Media's exclusive resources enable our research team to do the hard work you don't have time to do.

All three reports in the *GMF Series* are developed to make it easier for you to harness the critical data and expert analysis you need to achieve your strategic growth objectives. The reports are designed to work both individually and collectively as part of a three-report bundle to deliver the only holistic perspective of the ever-changing media economy via three KPIs, each of which serves as the focus a report in the *Series*:

 [Global Advertising & Marketing Spending Forecast 2020-2024](#)

 [Global Consumer Media Usage Forecast 2020-2024](#)

 [Global Consumer Spending on Media Forecast 2020-2024](#)

With unmatched breadth and depth, all three reports cover the 20 largest global media markets and the rest of the countries in the 4 major regions; 100+ digital, traditional and hybrid media silos, platforms and channels; and 6 consumer generations. Report site licenses include both of the following deliverables:

- **Core PDF Report & Analysis** delivering several hundred PowerPoint slides of original data, analysis and exclusive datagraphs examining 10 years of original market and platform size, growth and trend data; drill-down profiles of the Top 20 Global Markets; data breakouts and related graphics by sector, silo, platform and channel; and rankings of the fastest-growing countries, platforms, channels and demographic groups for easy strategic comparisons, internal reporting and client presentations;
- **Companion Excel Databook** providing thousands of exclusive and consistent datasets and data points to give you the deepest dive available across all 4 global regions, 20 largest countries, the advertising and marketing sectors, and the entire spectrum of digital and traditional media platforms, channels and hybrid media silos, giving you a holistic and deep-dive perspective of the shifting media landscape.

## Report Descriptions & Sample Downloads

Brief descriptions of the new report editions in the latest *GMF Series* are included below, where you can click the link in each report title to download the [FREE Executive Summaries](#) and [Sample Excel Datebooks](#). Site license and pricing options for individual reports and the [Special Three-Report Bundle License](#) are included in the final section of this document below.

[Global Advertising & Marketing Spending Forecast 2020-2024](#) – Examines digital, alternative & traditional media operator revenues worldwide for the 2014-2024 period, with deep dives into the Top 20 Global Markets, including the US, broken down by the advertising and marketing sectors; 10 digital & alternative media platforms and 41 channels; and 10 traditional media platforms in those two sectors to foster easy comparison analyses of the shift from traditional to digital media by market and platform.

**Global Advertising & Marketing Spending Forecast 2020-2024**

The 8<sup>th</sup> Annual Edition of the Global Advertising & Marketing Industry's Performance Benchmark Delivering Actionable Market Intelligence, Econometric Data & Expert Analysis of Digital & Traditional Media Spending, Growth, Key Trends & Projections by Media Platform, Channel & Country for the 2014-2024 Period

<p><b>2 Media Sectors:</b> Advertising &amp; Marketing <b>2 Media Segments:</b> Traditional &amp; Digital</p> <ul style="list-style-type: none"> <li>*10 Digital &amp; Alternative Media Platforms</li> <li>*41 Digital &amp; Alternative Media Channels</li> <li>*11 Traditional Media Platforms</li> <li>*15 Hybrid (Digital + Traditional) Media Silos</li> </ul> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p><b>Digital &amp; Alt. Media</b></p> <ul style="list-style-type: none"> <li>*Digital OOH Media</li> <li>*Digital Content Mktg</li> <li>*Experiential Mktg</li> <li>*Influencer Marketing</li> <li>*Internet Advertising</li> <li>*Internet Marketing</li> <li>*Mobile Advertising</li> <li>*Mobile Marketing</li> <li>*Product Placement</li> <li>*Entertainment Media</li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <p><b>Traditional Media</b></p> <ul style="list-style-type: none"> <li>*Cable Networks</li> <li>*Print Content Marketing</li> <li>*Print Directories</li> <li>*Print Magazines</li> <li>*Print Newspapers</li> <li>*Terrestrial Broadcast TV</li> <li>*Terrestrial Radio</li> <li>*Traditional Direct Mktg</li> <li>*Traditional OOH Media</li> <li>*Traditional Promotions</li> <li>*Traditional PR</li> </ul> </td> </tr> </table>	<p><b>Digital &amp; Alt. Media</b></p> <ul style="list-style-type: none"> <li>*Digital OOH Media</li> <li>*Digital Content Mktg</li> <li>*Experiential Mktg</li> <li>*Influencer Marketing</li> <li>*Internet Advertising</li> <li>*Internet Marketing</li> <li>*Mobile Advertising</li> <li>*Mobile Marketing</li> <li>*Product Placement</li> <li>*Entertainment Media</li> </ul>	<p><b>Traditional Media</b></p> <ul style="list-style-type: none"> <li>*Cable Networks</li> <li>*Print Content Marketing</li> <li>*Print Directories</li> <li>*Print Magazines</li> <li>*Print Newspapers</li> <li>*Terrestrial Broadcast TV</li> <li>*Terrestrial Radio</li> <li>*Traditional Direct Mktg</li> <li>*Traditional OOH Media</li> <li>*Traditional Promotions</li> <li>*Traditional PR</li> </ul>		<p><b>Top 4 Global Regions</b></p> <ul style="list-style-type: none"> <li>*Americas</li> <li>*Europe</li> <li>*Asia-Pacific</li> <li>*Africa-Middle East</li> </ul> <p><b>Top 20 Global Markets</b></p> <table border="0" style="width: 100%;"> <tr> <td>*United States</td> <td>*Japan</td> </tr> <tr> <td>*Argentina</td> <td>*Mexico</td> </tr> <tr> <td>*Australia</td> <td>*Netherlands</td> </tr> <tr> <td>*Brazil</td> <td>*Poland</td> </tr> <tr> <td>*Canada</td> <td>*Russia</td> </tr> <tr> <td>*China</td> <td>*South Africa</td> </tr> <tr> <td>*France</td> <td>*South Korea</td> </tr> <tr> <td>*Germany</td> <td>*Spain</td> </tr> <tr> <td>*India</td> <td>*Taiwan</td> </tr> <tr> <td>*Italy</td> <td>*United Kingdom</td> </tr> </table>	*United States	*Japan	*Argentina	*Mexico	*Australia	*Netherlands	*Brazil	*Poland	*Canada	*Russia	*China	*South Africa	*France	*South Korea	*Germany	*Spain	*India	*Taiwan	*Italy	*United Kingdom
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- Most comprehensive, consistent & actionable media spend & growth intelligence covering 2014-2024 with current 2020 data & 2021-2024 forecasts
- Only primary source delivering intelligent data & analysis tracking 100+ digital & traditional advertising & marketing media by country worldwide
- Exclusive data, insights & projections by advertising & marketing sectors, digital & traditional media platforms & channels, supported by consistent industry definitions & segmentation, current market sizing & growth projections, key growth drivers & emerging challenges

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[Global Consumer Media Usage Forecast 2020-2024](#) – Delivers in-depth strategic intelligence on consumer time spent with media worldwide from 2014-2024 with exclusive drill-down analyses to deliver a heavy cache of PQ Media intelligent data across the Top 20 Global Markets by 3 broad digital platforms and 22 digital media channels, as well as 11 traditional media platforms. Also featured are data and analysis of 6 consumer generation groups and both genders.

**Global Consumer Media Usage Forecast 2020-2024**

The 8<sup>th</sup> annual edition of the world's most comprehensive & actionable source of media consumption intelligence, covering all 4 global regions, top 20 markets & rest of countries in each region, 25 digital media platforms & channels, 8 traditional media platforms, and 6 consumer generations

<p><b>3 Digital Media Platforms</b></p> <ul style="list-style-type: none"> <li>-Online Media</li> <li>-Mobile Media</li> <li>-Other Digital Media</li> </ul> <p><b>8 Traditional Platforms</b></p> <ul style="list-style-type: none"> <li>-Live Television</li> <li>-Physical Film &amp; Video</li> <li>-Physical Recorded Music</li> <li>-Print Books</li> <li>-Print Magazines</li> <li>-Print Newspapers</li> <li>-Terrestrial Radio</li> <li>-Traditional OOH</li> </ul>	<p><b>22 Digital Channels</b></p> <ul style="list-style-type: none"> <li>-Streaming Audio</li> <li>-eBooks</li> <li>-eCommerce</li> <li>-Online &amp; Mobile Games</li> <li>-Digital Magazines</li> <li>-Online &amp; Mobile News</li> <li>-Online &amp; Mobile Search</li> <li>-Social Media</li> <li>-Online &amp; Mobile Video</li> <li>-Console/PC Games</li> <li>-Digital Out-of-Home</li> <li>-Streaming (OTT) Video</li> <li>-Satellite Radio</li> </ul>		<p><b>Top 20 Global Markets</b></p> <table border="0" style="width: 100%;"> <tr> <td>*U.S.</td> <td>*Japan</td> </tr> <tr> <td>*Argentina</td> <td>*Mexico</td> </tr> <tr> <td>*Australia</td> <td>*Netherlands</td> </tr> <tr> <td>*Brazil</td> <td>*Poland</td> </tr> <tr> <td>*Canada</td> <td>*Russia</td> </tr> <tr> <td>*China</td> <td>*South Africa</td> </tr> <tr> <td>*France</td> <td>*South Korea</td> </tr> <tr> <td>*Germany</td> <td>*Spain</td> </tr> <tr> <td>*India</td> <td>*Taiwan</td> </tr> <tr> <td>*Italy</td> <td>*U.K.</td> </tr> </table> <p><b>6 Consumer Groups</b></p> <ul style="list-style-type: none"> <li>-mGen (Post-2013)</li> <li>-iGen (1997-2012)</li> <li>-Millennials (1981-1996)</li> <li>-GenX (1965-1980)</li> <li>-Baby Boomers (1946-1964)</li> <li>-Great Generation (Pre-1946)</li> </ul>	*U.S.	*Japan	*Argentina	*Mexico	*Australia	*Netherlands	*Brazil	*Poland	*Canada	*Russia	*China	*South Africa	*France	*South Korea	*Germany	*Spain	*India	*Taiwan	*Italy	*U.K.
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- Most comprehensive, consistent and actionable consumer media usage & exposure time data and market insights covering the 2014-2024 period, with 5-year forecasts
- Site license includes 440-slide Report & Analysis with 600 exclusive datagraphs, and a Deep-Dive Excel Databook with 250,000 datasets and datapoints
- Covers all 4 global regions, top 20 markets & rest of countries in each region, 25 digital media platforms & channels, 8 traditional platforms & 6 consumer demos

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**Global Consumer Spending on Media Forecast 2020-2024** – Covers consumer spending on digital and traditional content unit sales and subscriptions and media technology by access, devices, and software & services. Data are broken down by 2 broad spending sectors, 5 digital media & technology categories and 28 segments; and 4 traditional media categories and 14 traditional media.

Global Consumer Spending on Media Forecast 2020-2024

The 8<sup>th</sup> annual edition of the most comprehensive & actionable source of consumer media spending intelligence, providing in-depth data, analysis & growth projections of 33 digital media & 18 traditional media spend categories in the 20 largest media markets & the rest of the countries in all 4 global regions

<b>Digital Media Content</b> -Unit Purchases -Subscriptions *Digital Games & MMOG *Video Downloads & SVOD *Audio Downloads & Subs *eBooks & Digital Pubs  <b>Digital Media Technology</b> -Access -Devices -Software & Services *Broadband & Wi-Fi *Tabs, Smartphones, PCs *Consoles & Accessories *Digital Audio Components *Workflow, Security, Storage	<b>Traditional Media Content</b> -Unit Purchases -Subscriptions *Print News & Mags *Print Books *Film, Home Video, PPV *Music CDs & Vinyl  <b>Traditional Media Tech</b> -Access -Devices *Pay TV Subs *Public TV & Radio Fees *TV Sets & DVD Players *Home & Car Audio		<b>Top 20 Media Markets</b> *United States *Japan *Argentina *Mexico *Australia *Netherlands *Brazil *Poland *Canada *Russia *China *South Africa *France *South Korea *Germany *Spain *India *Taiwan *Italy *U.K.
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■ Most comprehensive, consistent & actionable consumer spending on media data and market insights covering 2014-2024 period, with 5-year forecasts	■ Site license includes 488-slide Report & Analysis with 400 exclusive datagraphs, and a Deep-Dive Excel Databook with over 100,000 datasets and datapoints	■ Covers all 4 global regions, top 20 markets & rest of countries in each region, 5 digital & 4 traditional media categories; 28 digital & 14 traditional media sub-categories
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### Report Site License & Pricing Options

All site license and pricing options are included below for the three reports in the new *GMF Series 2020-2024* and the **Special Three-Report Bundle License**, which grants multi-user access to all three reports at a **20% discount off the standard rates**:

- Single-User License to each individual report: \$2,995\*
- Multi-User License to each individual report: \$3,995\*
- **Special Three-Report Bundle License: \$9,995\*\***

*\*Single-User and Multi-User Licenses to each individual report are available to purchase through PQ Media's website by clicking on the hyperlinks in the report titles above.*

**\*\*Special Enterprise Bundle License grants multi-user access to all three reports in the series and Saves You 20% (or \$2,000) compared to purchasing separate multi-user licenses for each report.**

To purchase the Special Three-Report Bundle License or to ask questions about any of the individual reports in the new GMF Series, please contact us by email at [info@pqmedia.com](mailto:info@pqmedia.com) or call us at 203-921-5249.