

# *Outlook*

*Australian Entertainment & Media | 2011–2015*

## *The collaborative future: reshaping for consumer relevance and engagement*

*Megan Brownlow*

*Australian Entertainment & Media Outlook Editor*

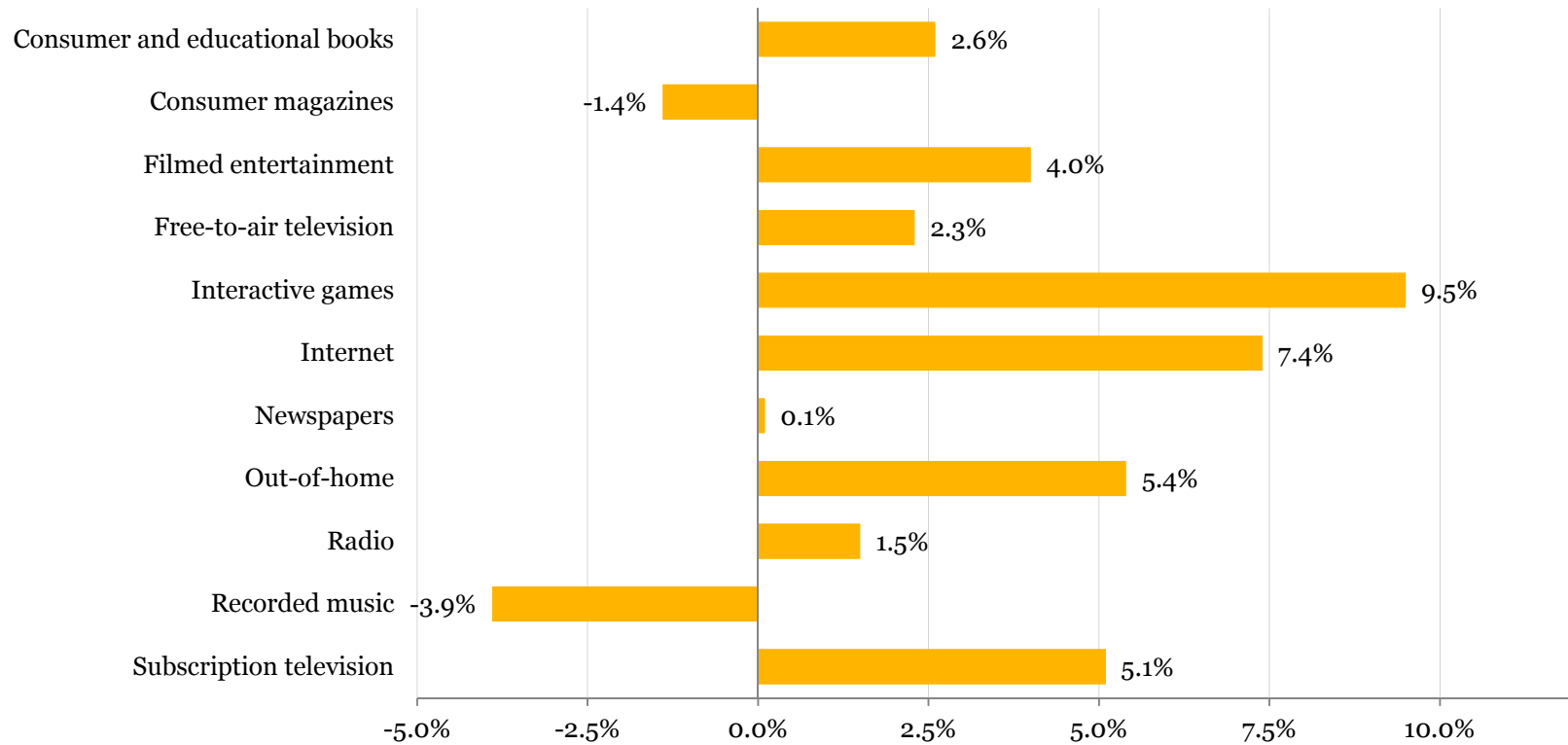
CPRF 2011

**pwc**

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# *The Outlook to 2015*

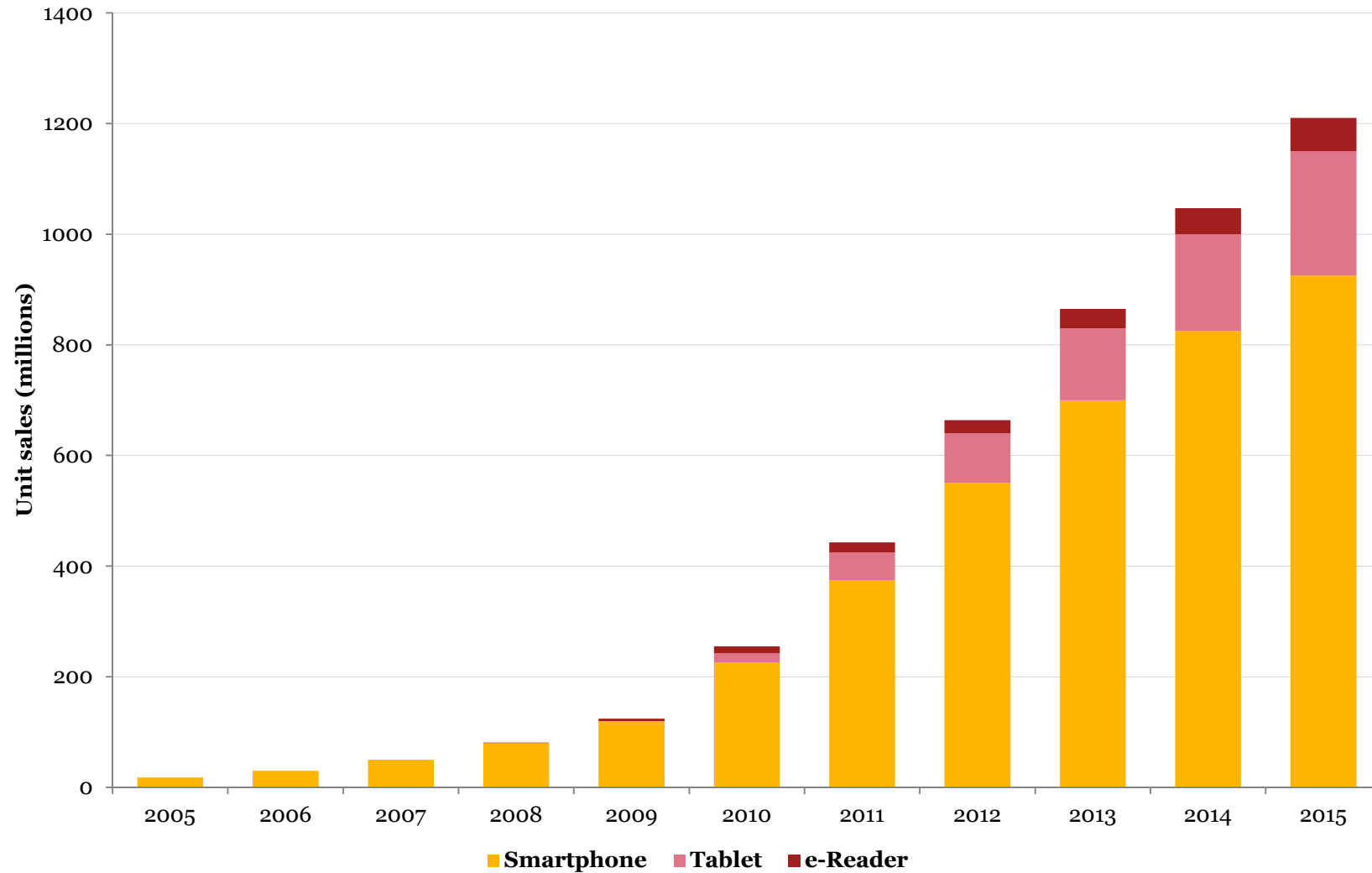
## Australian growth by segment



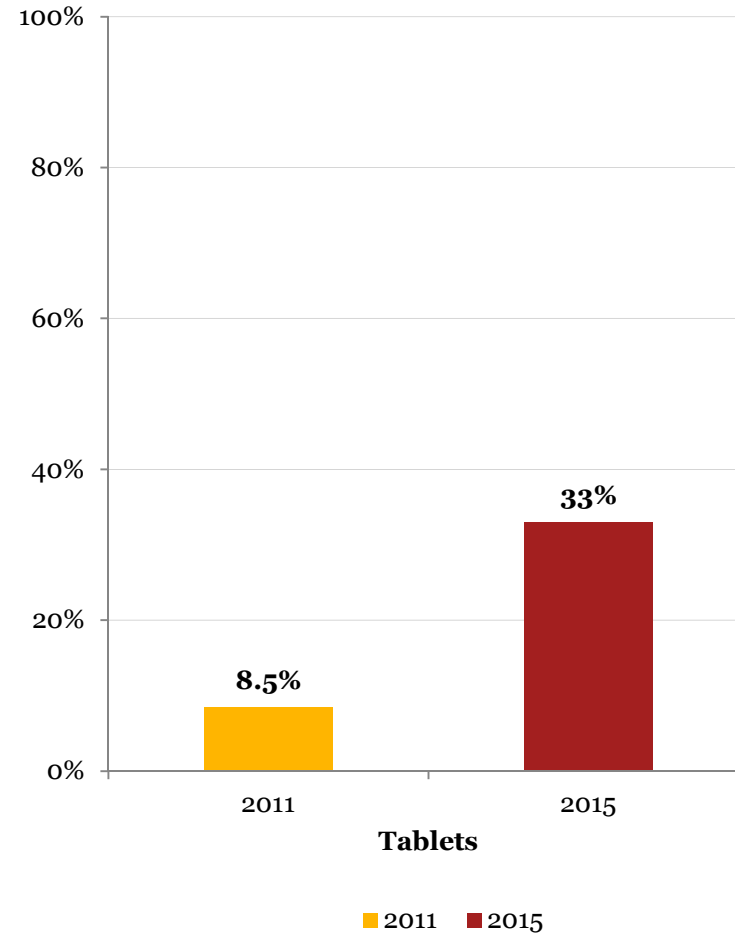
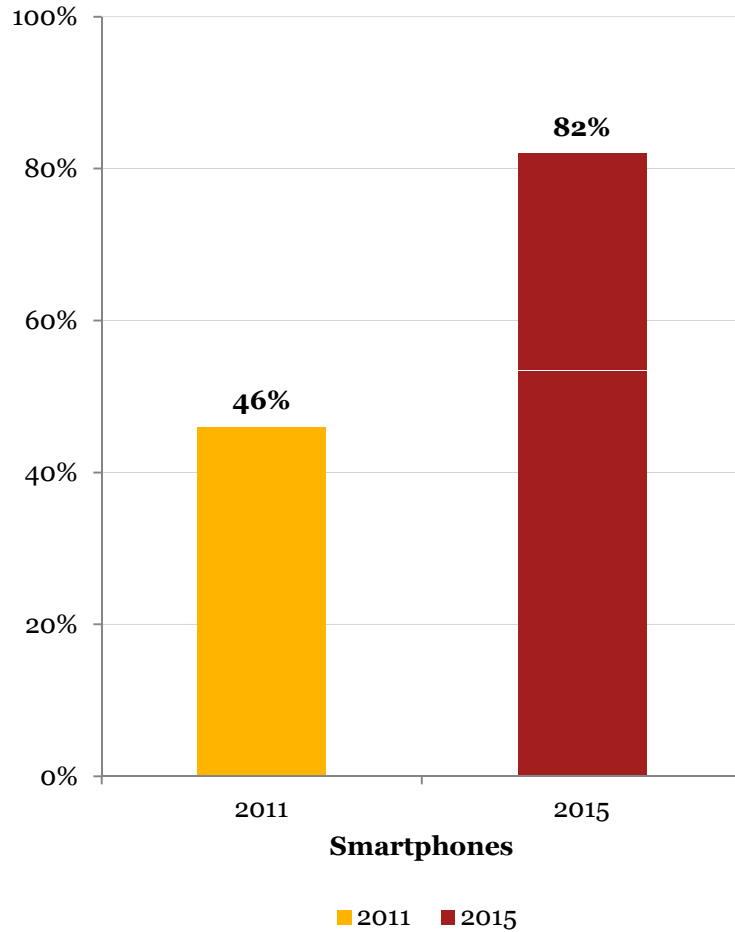
■ CAGR 2011-2015



## *Smart devices drive spending on E&M content*



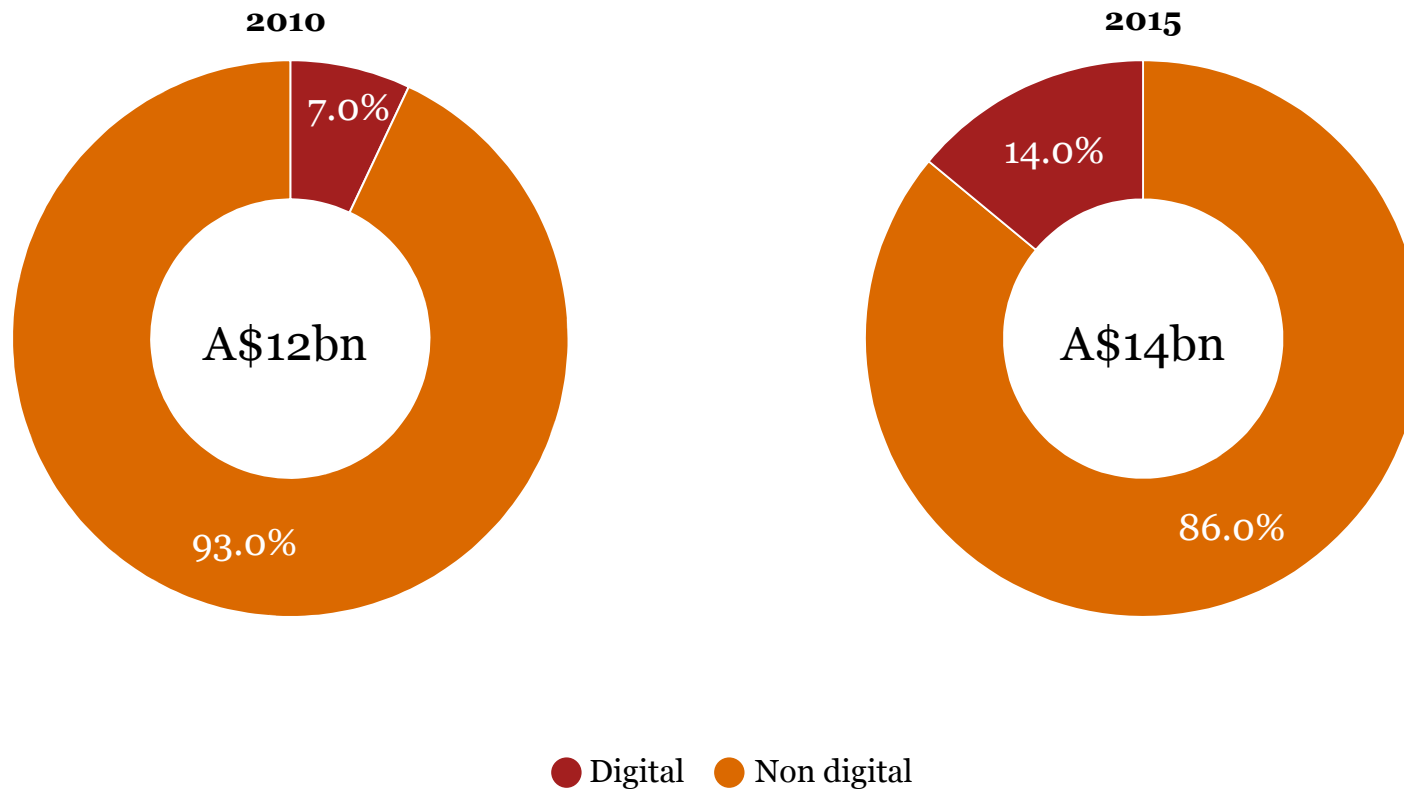
## *Smart devices drive spending on E&M content in Australia*



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# *Consumer/end-user spending*

## *Digital consumer spending – Australia*

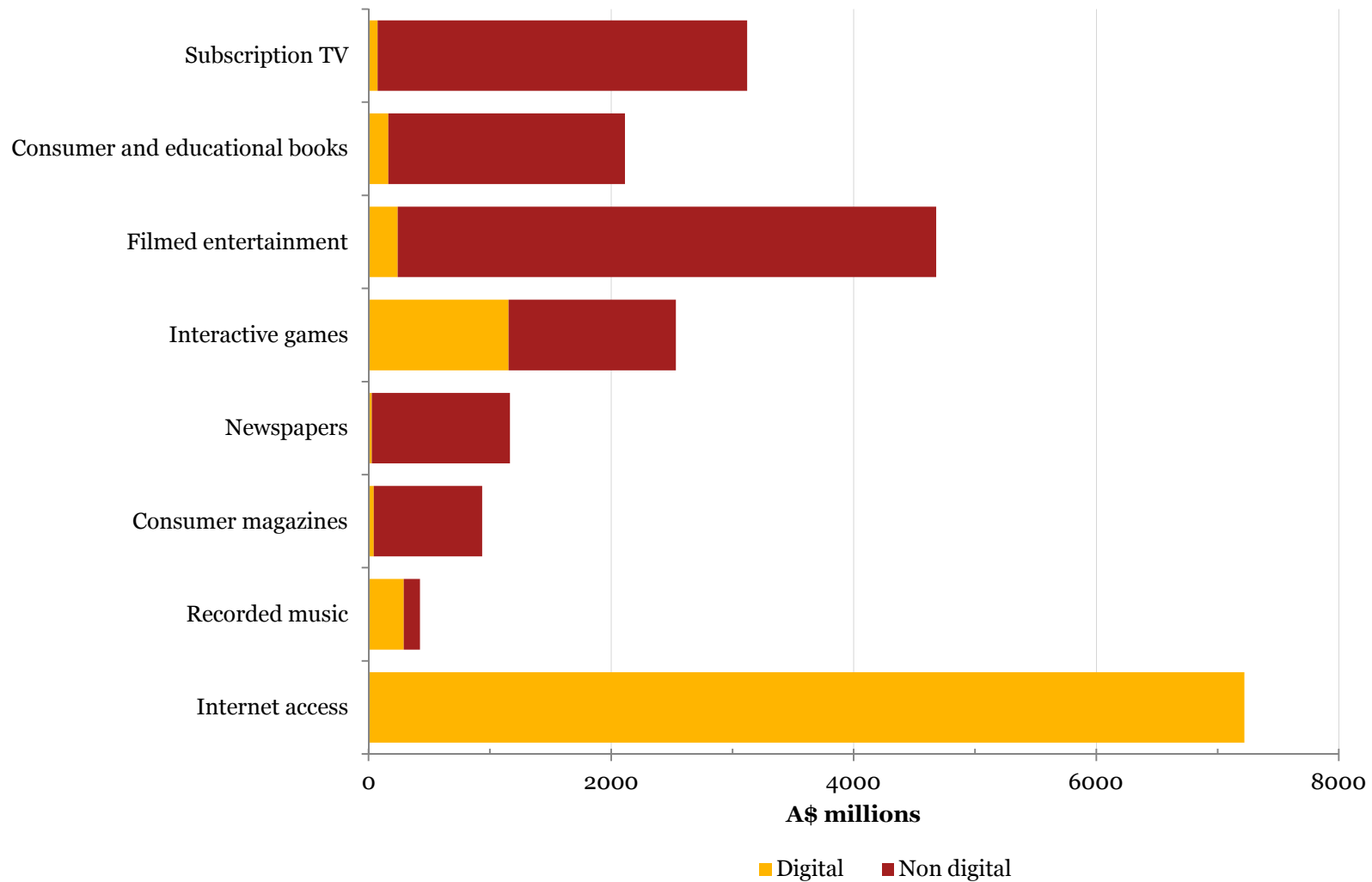


*Excludes internet access*



# Australian consumer spending in 2015

## Digital (IP-based) vs non-digital



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*A 'golden age' for the digitally  
empowered consumer*

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## *What will people pay for?*

*Convenience*

*Experience*

*Quality*

*Participation*

*Privilege*

# *Imperatives for future success*

*Data mining*

*Data security*

*Future-proofing  
content*

*End-to-end  
digital workflow*

*Digital talent  
management*



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***THANK YOU!***

***For more information on the Outlook***

***[pwcoutlook.com.au](http://pwcoutlook.com.au) for the Australia Outlook***

***[pwc.com/outlook](http://pwc.com/outlook) for the Global Outlook***

***The 2011 edition of the Outlook is available as an App for your iPad and can be downloaded from the App Store by searching: PwC Outlook 2011-15***

