Live thrives in an online world

Deloitte Global predicts that in 2018 broadcast & events will generate $545 billion in direct revenues from traditional sectors. The remainder from live streaming & eSports.

Why?

- Convenient
- Fear of missing out
- Shared experiences
- Exclusivity

$36bn Live performances
$33bn Sports gate revenue
$38bn B2B events
$39bn Cinema
$188bn TV advertising
$170bn TV subscriptions
$7bn Live streaming
$32bn Radio advertising
$1bn Radio subscriptions
$1bn eSports

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