

Digital media: the subscription prescription

Deloitte Global predicts that there will be

580 million
subscriptions

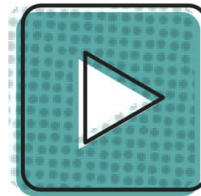
& about

350 million subscribers

this should be a 20%
increase year-on-year



375m



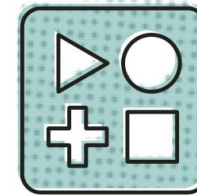
Video on demand

150m



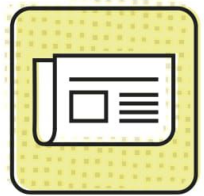
Music

35m



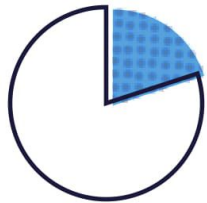
Games

20m



News

20% of adults will have access to
2018: 5 subscriptions
2020: 10 subscriptions



2018
Two

online subscriptions

50%

of adults in
developed markets

2020
Four

online subscriptions

