

Digital media: the subscription prescription

Deloitte Global predicts that there will be

680 million
subscriptions

& about

350 million subscribers

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



375m



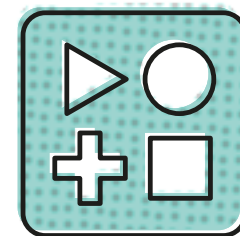
Video on demand

150m



Music

35m



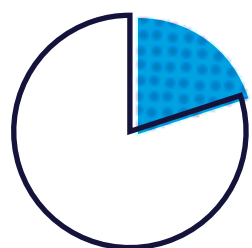
Games

20m



News

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



2018
Two

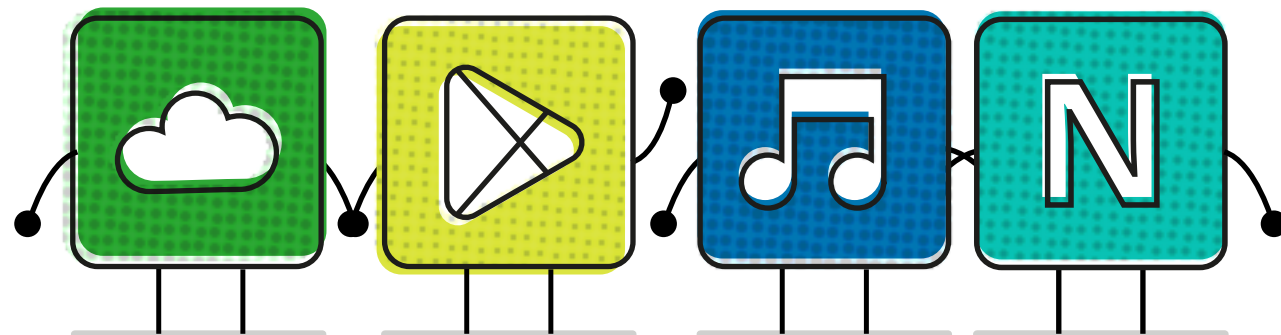
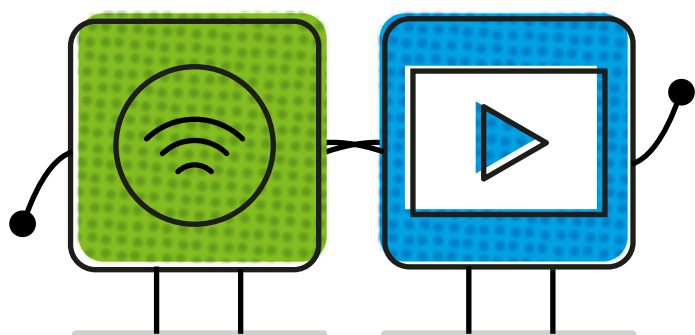
online subscriptions

50%

of adults in
developed markets

2020
Four

online subscriptions



Deloitte.

#DeloittePredicts

www.deloitte.com/predictions

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