List of Exhibits

1. Executive Summary

Exhibit 1: Australia Screen Economics: Revenue Trajectory	6
Exhibit 2: Leading Media & Entertainment Companies by Revenue	7
Exhibit 3: Comparison of Key Measured Streaming VOD Categories	7

2. Online Video

Exhibit 4: Monetization Juggernauts	8
Exhibit 5: Key Players Contributing to Online Video Industry Revenue Growth	9
Exhibit 6: Online Video Economics: Revenue Trajectory	10
Exhibit 7: Comparison of Online Video Market Leaders	10

3. Premium VOD

Exhibit 8: Top SVOD Platforms By Subscribers	11
Exhibit 9: Overview of SVOD Penetration	12
Exhibit 10: Premium AVOD Market Is Scaling (US\$ bil.)	12
Exhibit 11: Netflix's Hits (2024)	13
Exhibit 12: Prime Video's Hits (2024)	14
Exhibit 12: Disney+ Hits (2024)	15
Exhibit 14: Leading Premium VOD Operators & Platforms	17
Exhibit 15: Premium VOD Economics – Key Players	17
Exhibit 16: SVOD Market Share Key Players	18
Exhibit 17: Premium VOD Monetization Share – Key Players	18
4. Sports on Video & Streaming	
Exhibit 18: Key Sports Rights	19
5. Advertising Market	
Exhibit 19: Anatomy of the Video Advertising Market	20
6. Television	21
6. Television Exhibit 20: The Evolution of TV Advertising (US\$ bil.)	21 22
6. TelevisionExhibit 20: The Evolution of TV Advertising (US\$ bil.)Exhibit 21: TV Economics contracting	22
6. Television Exhibit 20: The Evolution of TV Advertising (US\$ bil.)	
6. TelevisionExhibit 20: The Evolution of TV Advertising (US\$ bil.)Exhibit 21: TV Economics contracting	22
6. Television Exhibit 20: The Evolution of TV Advertising (US\$ bil.) Exhibit 21: TV Economics contracting Exhibit 22: Overview of Pay-TV Market	22
 6. Television Exhibit 20: The Evolution of TV Advertising (US\$ bil.) Exhibit 21: TV Economics contracting Exhibit 22: Overview of Pay-TV Market 7. Theatrical 	22 22
 6. Television Exhibit 20: The Evolution of TV Advertising (US\$ bil.) Exhibit 21: TV Economics contracting Exhibit 22: Overview of Pay-TV Market 7. Theatrical 	22 22

