



20 Charts for 2020

January 2020

Sign Up For Additional Research From Evolution Media Capital

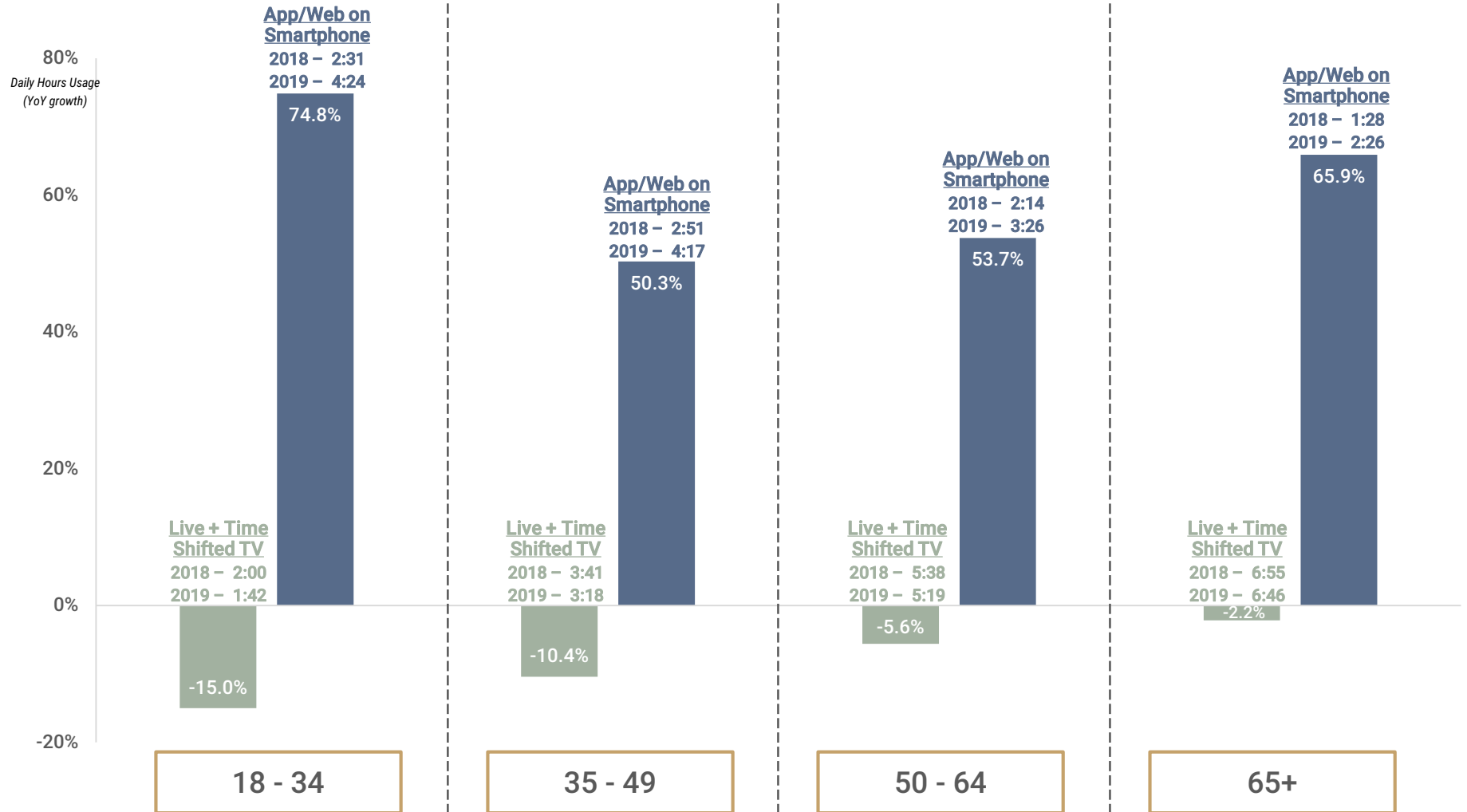


20 Charts for 2020

January 2020

Time Spent With Media

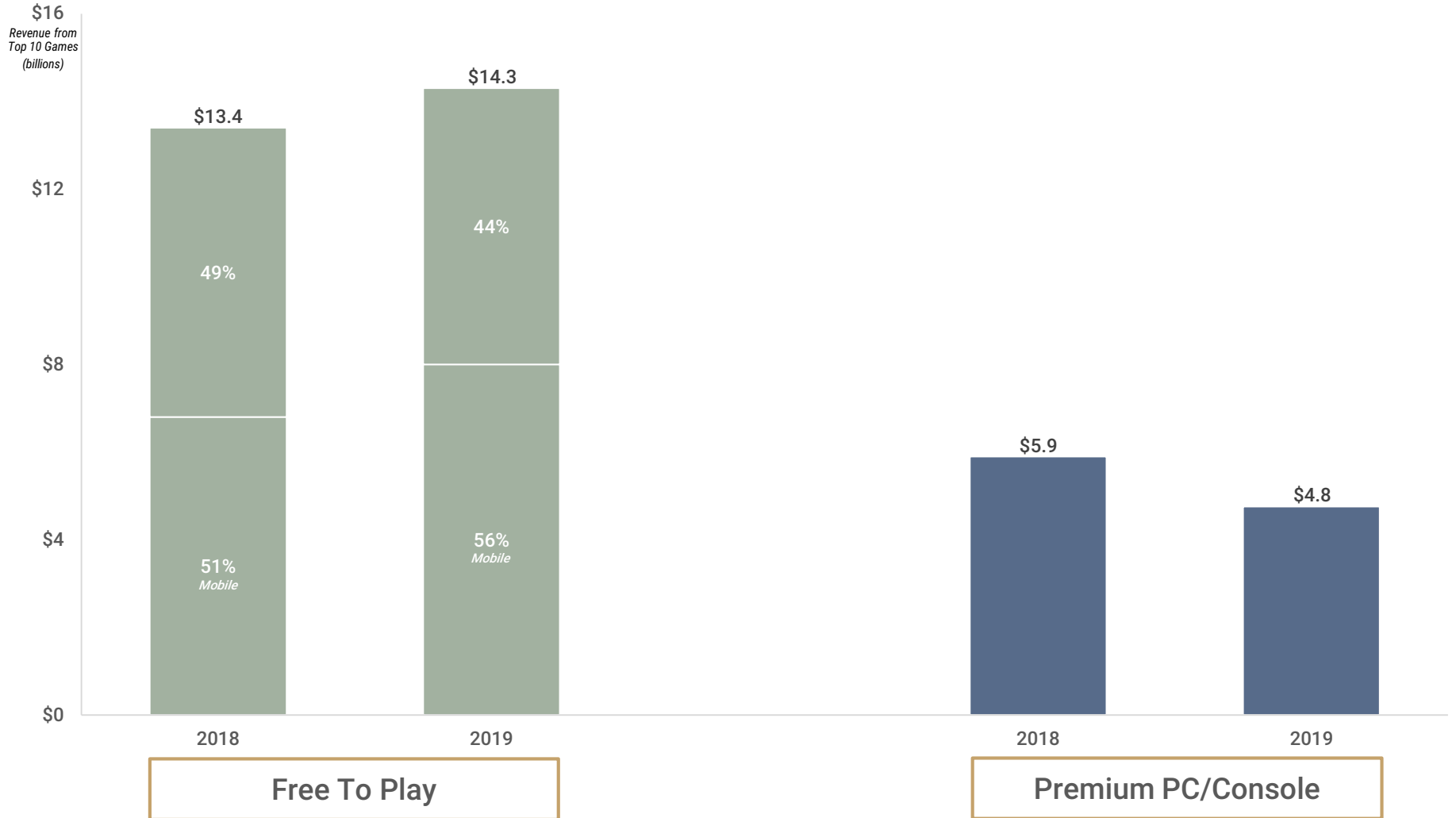
Across All Generations, There Has Been A Staggering Increase In Smartphone Usage Over The Past Year



As mobile becomes the overwhelming focus, how will businesses transition their customer engagement strategies?

Free To Play

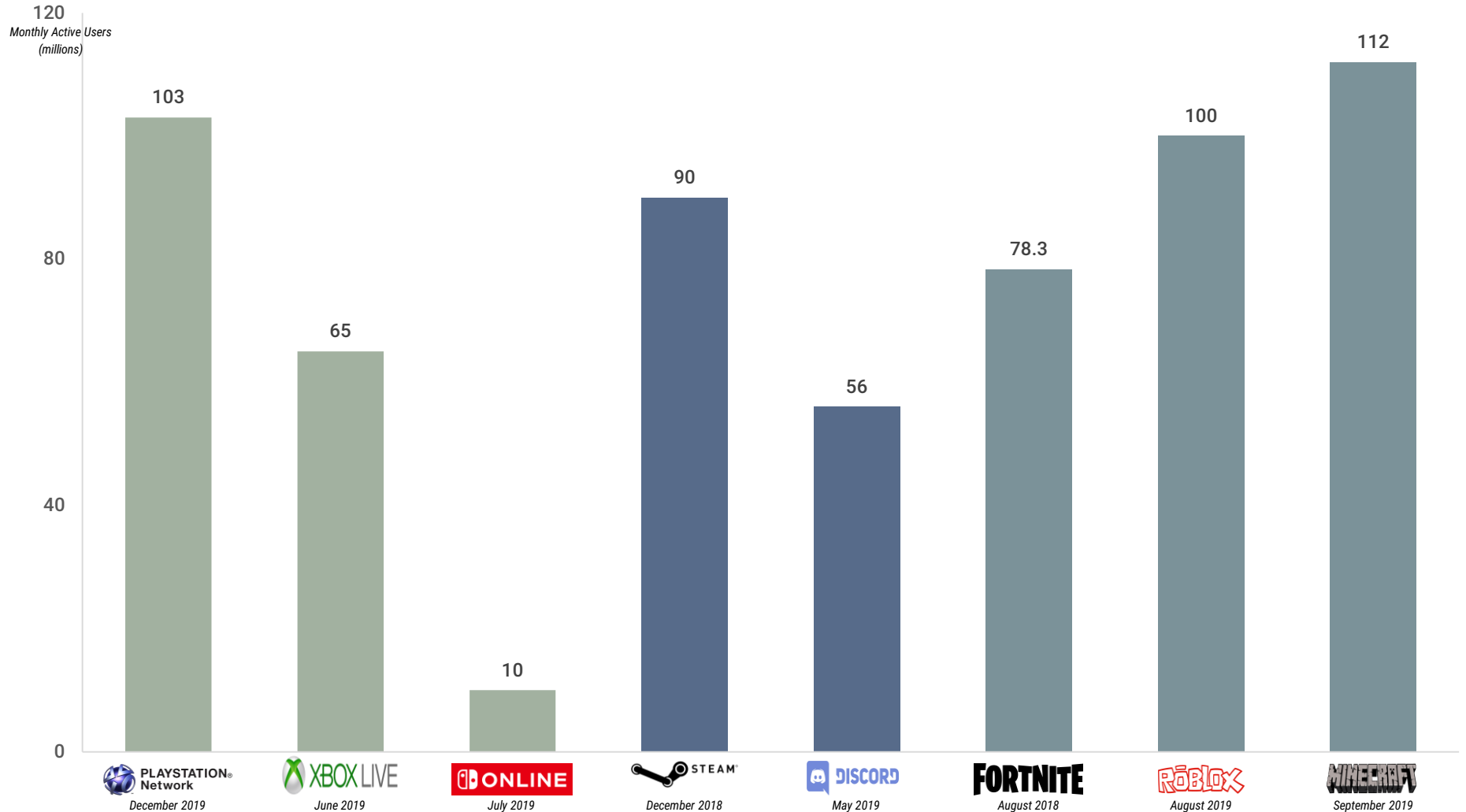
Free-To-Play Has Become An Appealing Business Model As Gamers Get Accustomed To Microtransactions



How will AAA publishers transition premium console IP into mobile-first games in China and other Asian markets?

Online Games

There Are Various Types Of Services That Can Facilitate The Introduction Of Content To Video Game Players



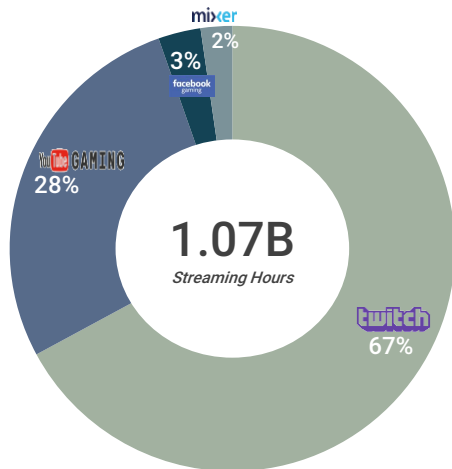
After the underwhelming release of Stadia, is the promise of cloud gaming much further away than initially expected?

Source: Company Reports; Press Releases; EMC Analysis
Note: Latest figures available. Nintendo Switch Online refers to paying subscribers (no free tier). Fortnite's total represents single month record.

Gaming Streamers

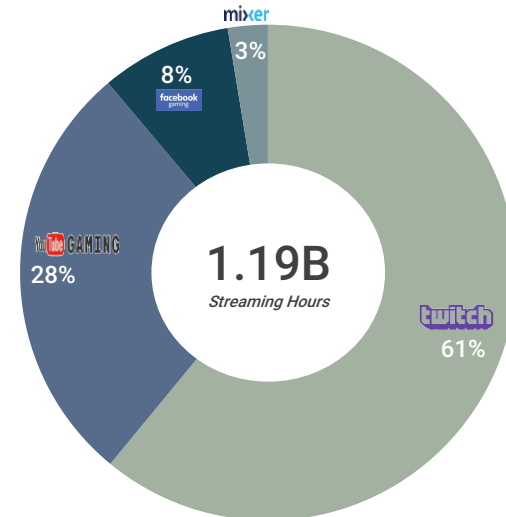
A Number Of Popular Gamers Have Recently Left Twitch To Stream Exclusively On Other Digital Platforms

December 2018



Date	Gamer	Live Streaming Platform
August 2019	Ninja	twitch → mixer
August 2019	Nick Eh 30	YouTube GAMING → twitch
September 2019	Nickmercs	twitch → twitch
October 2019	Shroud	twitch → mixer
October 2019	King Gotalion	twitch → mixer
November 2019	CouRage	twitch → YouTube GAMING
November 2019	Lachlan Power	twitch → YouTube GAMING
November 2019	EwOk	twitch → mixer
November 2019	Disguised Toast	twitch → facebook gaming
December 2019	Zero	twitch → facebook gaming
December 2019	Dr. Lupo	twitch → twitch
December 2019	Lirik	twitch → twitch
December 2019	TimTheTatman	twitch → twitch

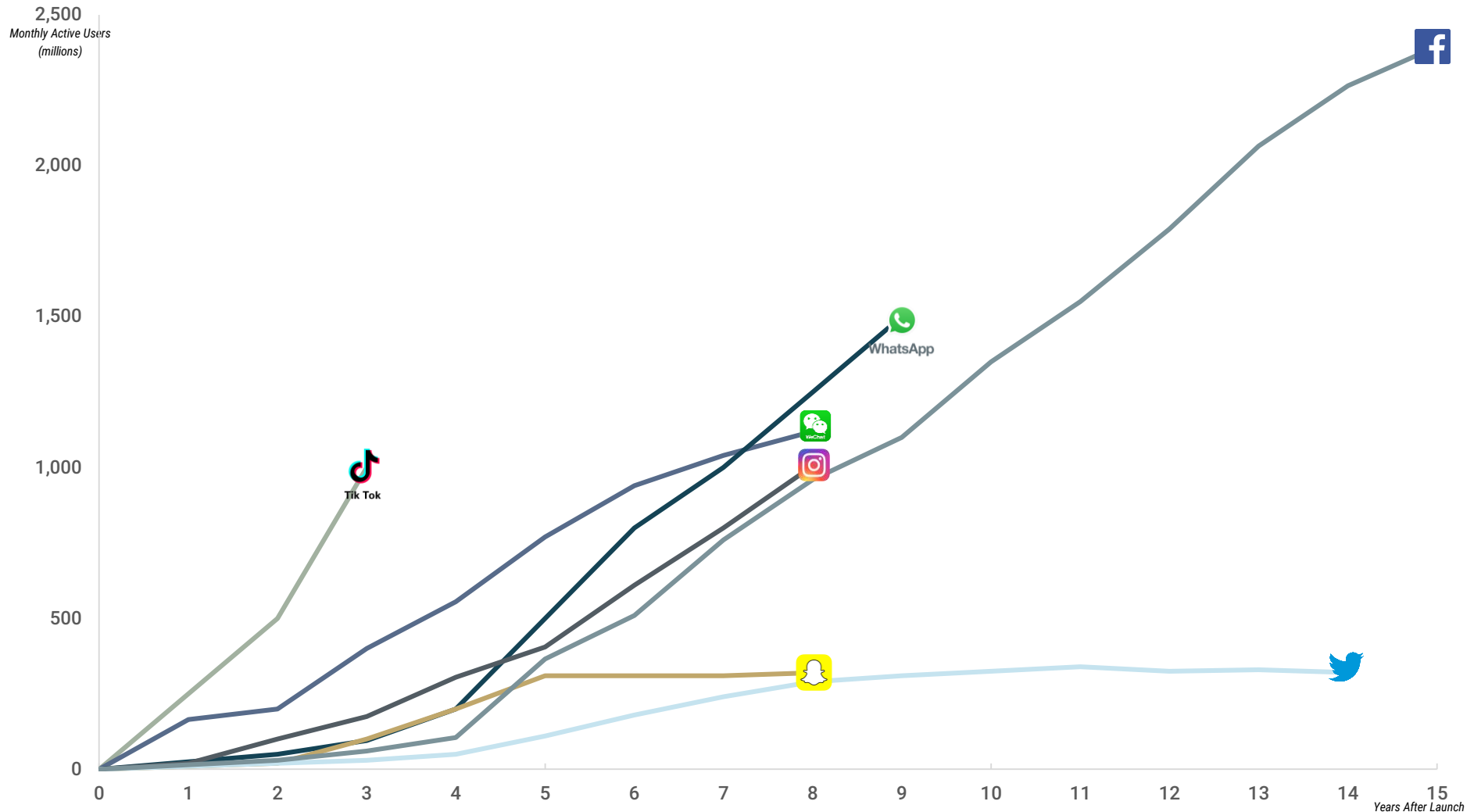
December 2019



Will any of these emerging services acquire exclusive Esports rights in order to supplement their influencer content?

Social Networks

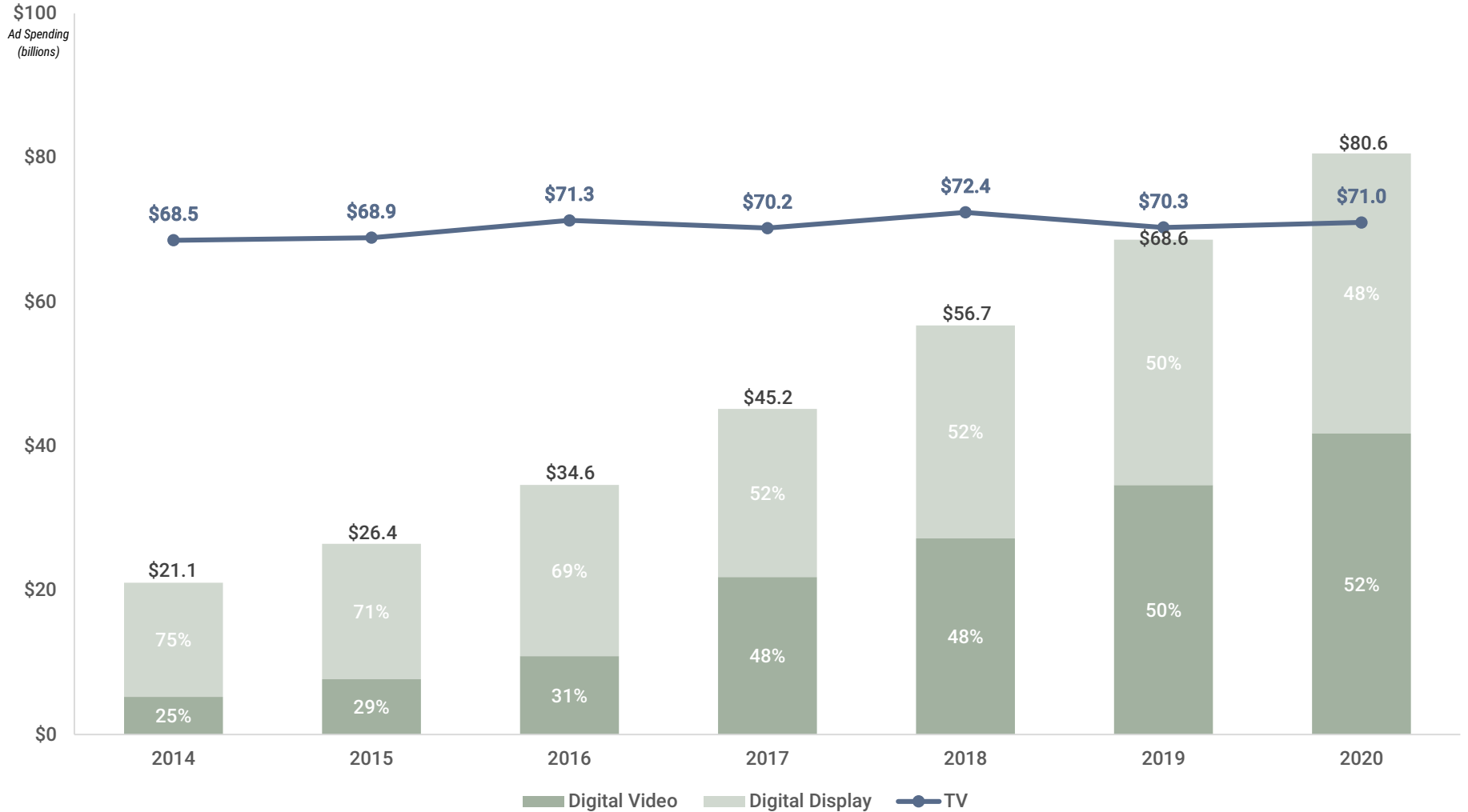
TikTok, With Its Established User Base In China, Has Become The Quickest Platform To Reach 1B MAU



With heightened scrutiny from regulators, can tech companies implement new policies without inhibiting profitability?

Advertising

Digital Display Advertising Is Expected To Surpass TV This Year, Helped In Part By The Presidential Election

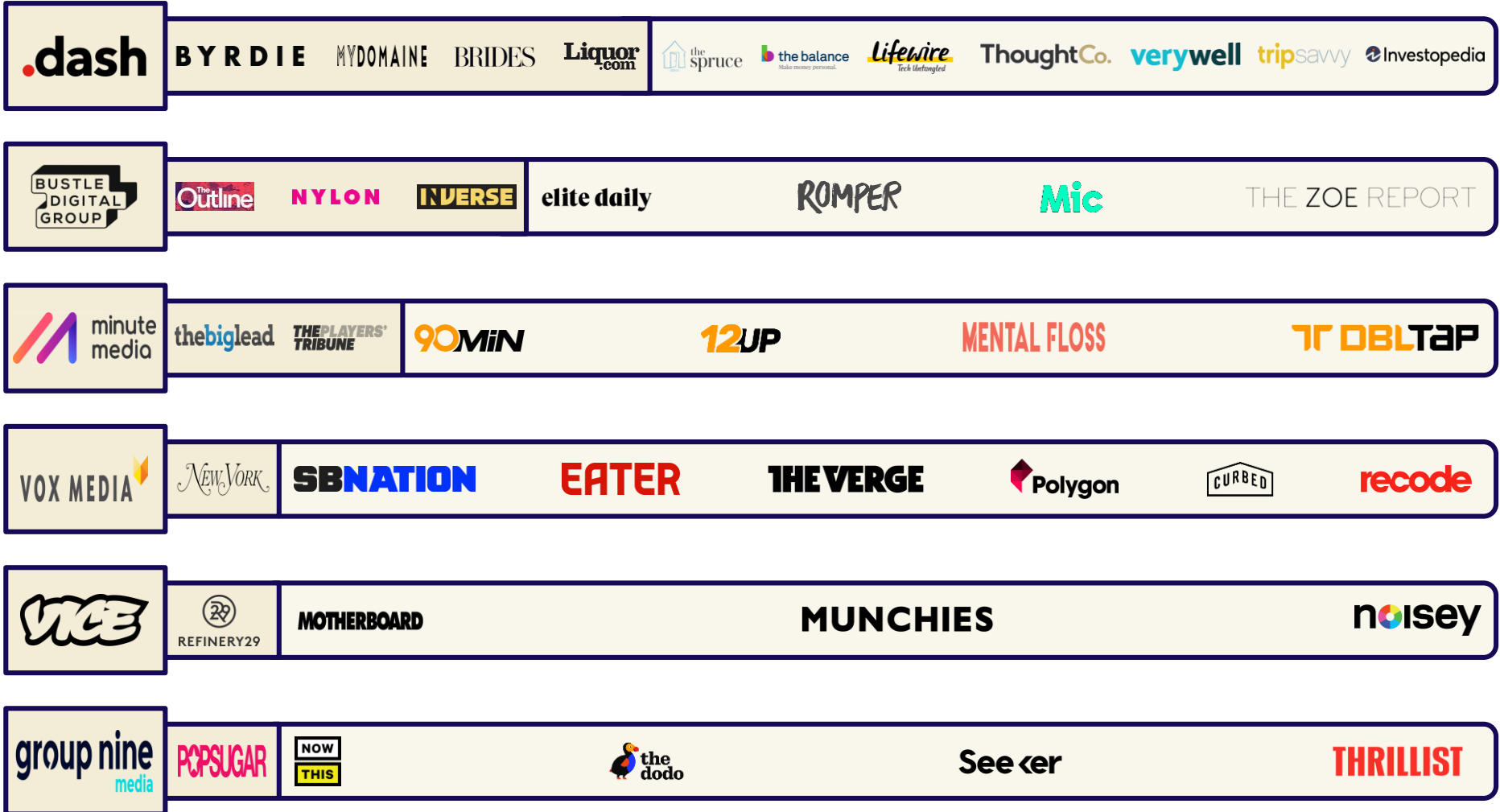


As a recession appears to be forthcoming, will advertisers reduce their budgets away from new formats and platforms?

Source: eMarketer; EMC Analysis
 Note: Digital Display includes rich media, sponsorships, banners and other. 2020 are estimate figures.

Digital Publishers

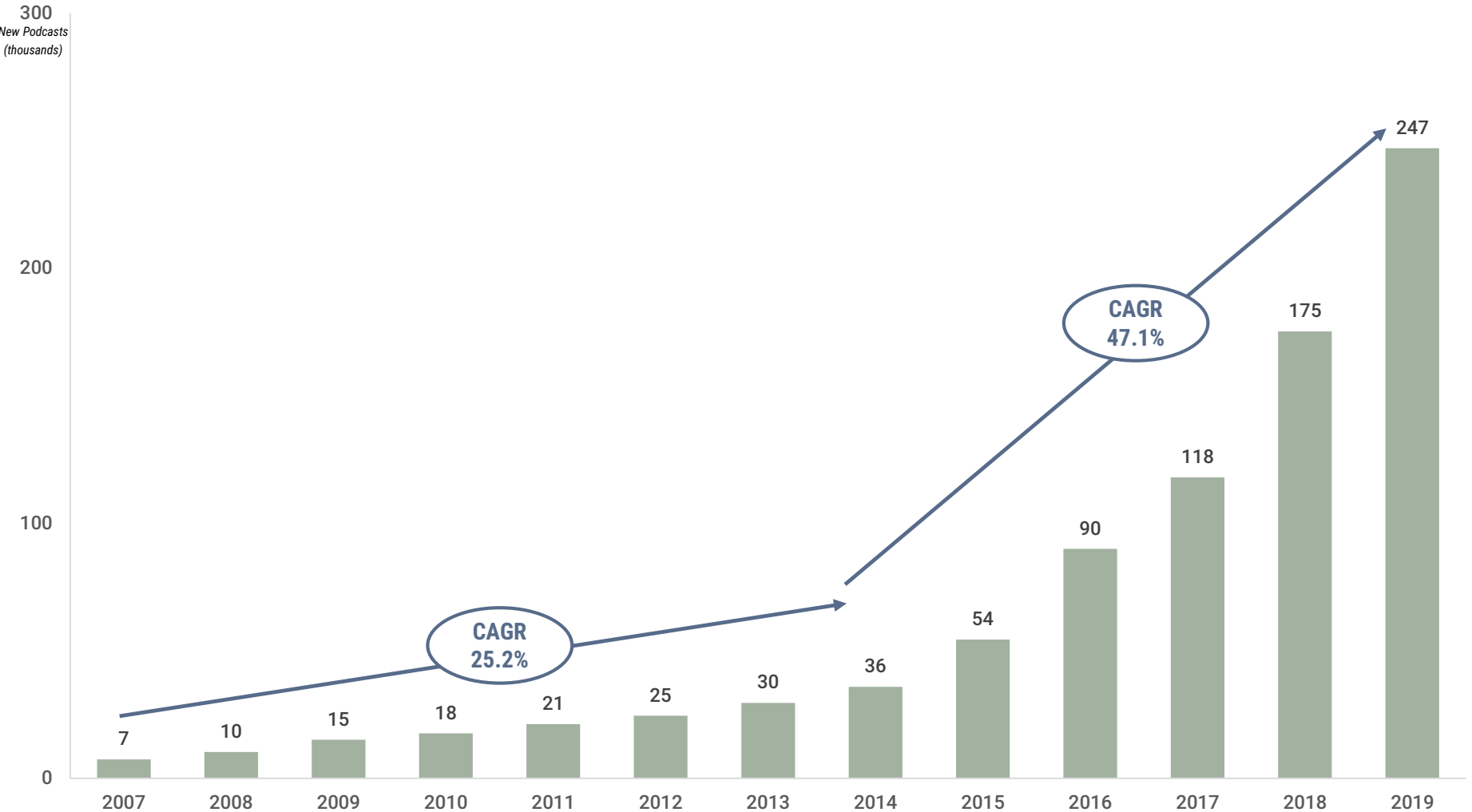
There Has Been A Wave Of Consolidation As Digital Publishers Aggregate Brands In Distinct Verticals



Can profitability be achieved through scaling eyeballs, or do publishers need to diversify their business model?

Podcasts

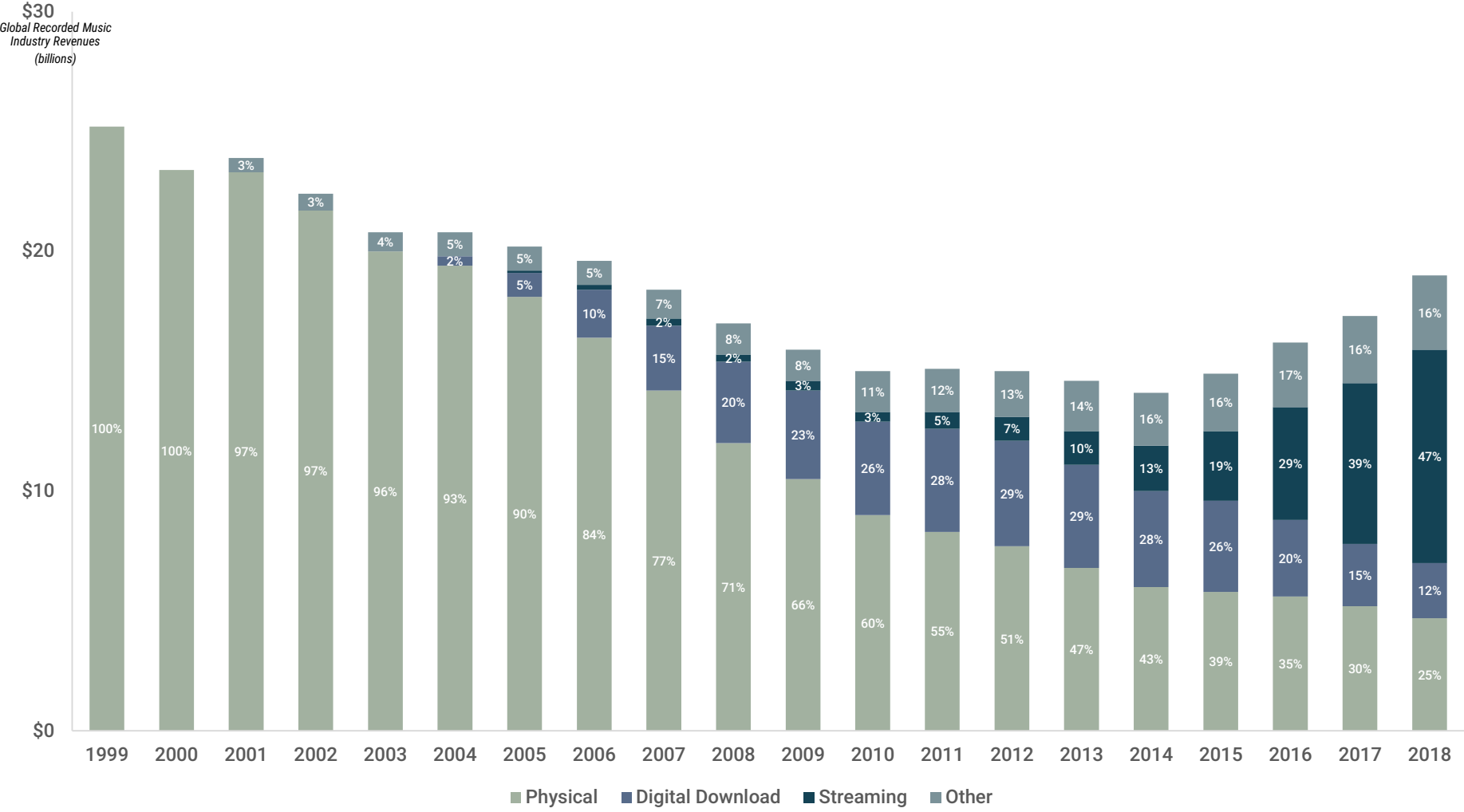
There Has Been A Surge In Podcast Creators, As Professionals And Amateurs Enter The Burgeoning Market



Will the primary revenue source for podcasts come from advertising, subscription, tipping, or another new feature?

Recorded Music

Spotify Has Led The Revival Of The Music Industry, But Labels Haven't Fully Embraced Streaming Services



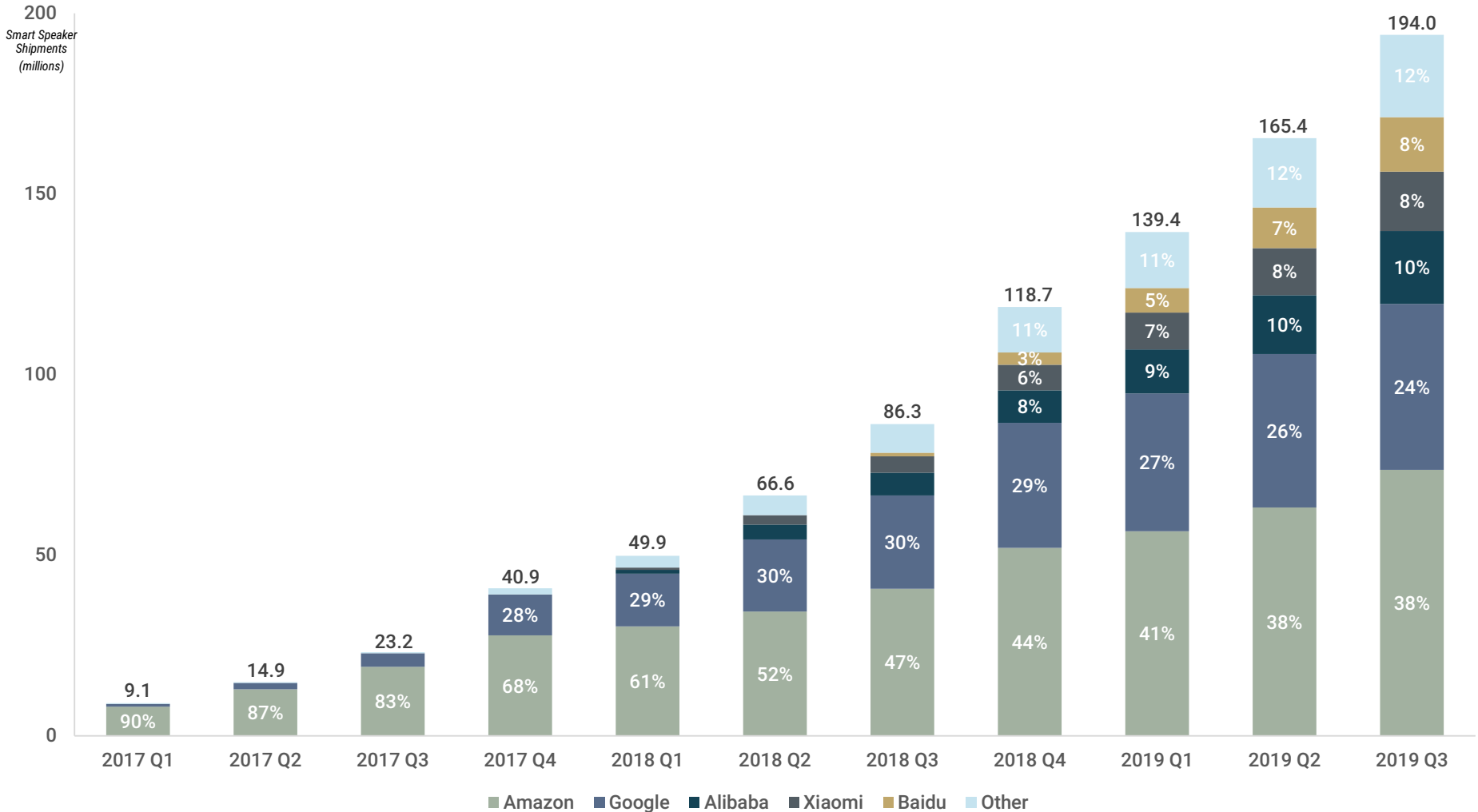
Will new monetization tools be introduced in order to benefit artists and labels without necessitating a price increase?

Source: IFPI; EMC Analysis
 Note: Other includes performance rights and synchronization.



Smart Speakers

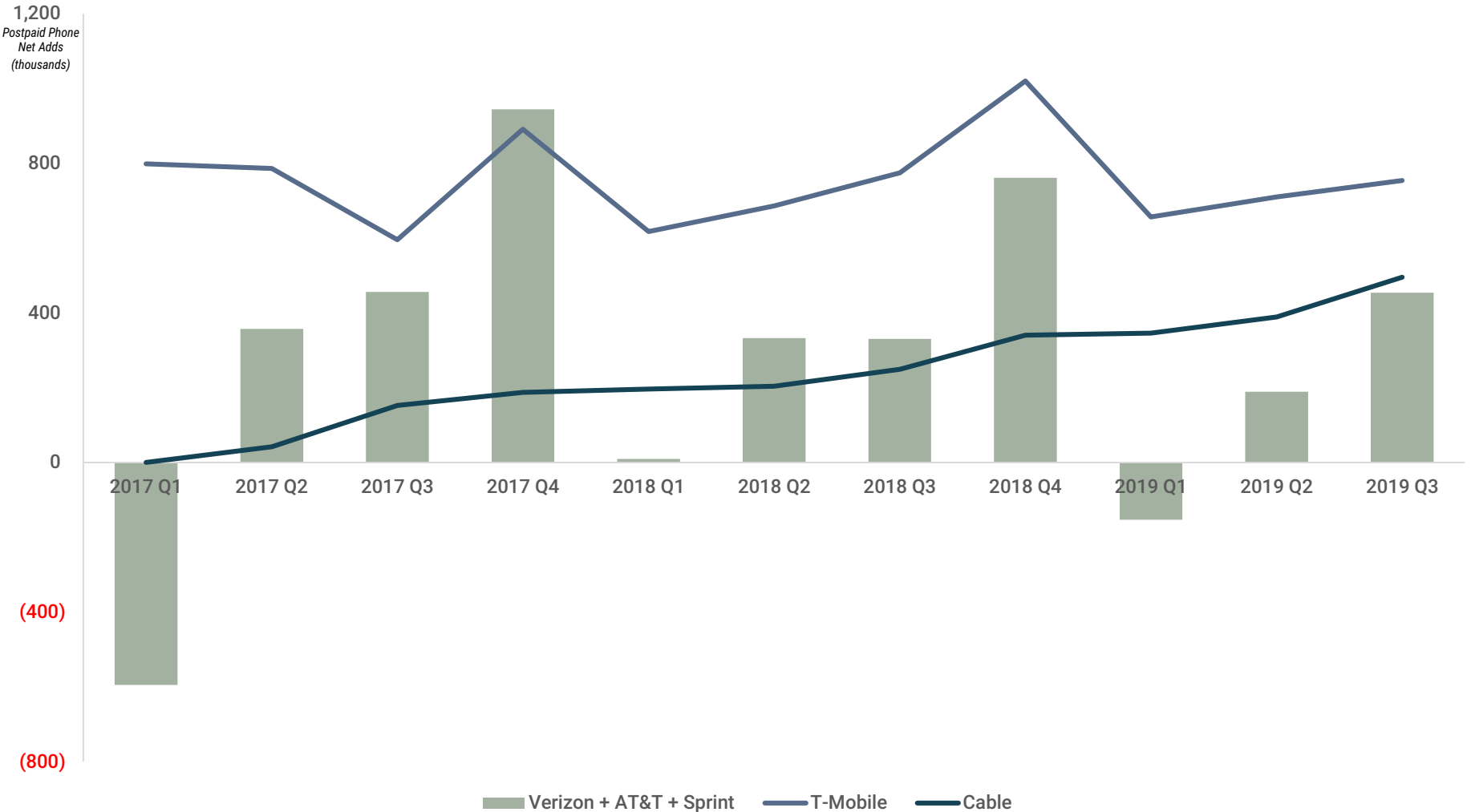
Amazon's First Mover Advantage Is Waning As Competition In The Smart Speaker Market Starts To Intensify



Will there be any breakout applications that highlight the unique features of an audio-only platform with voice control?

Wireless

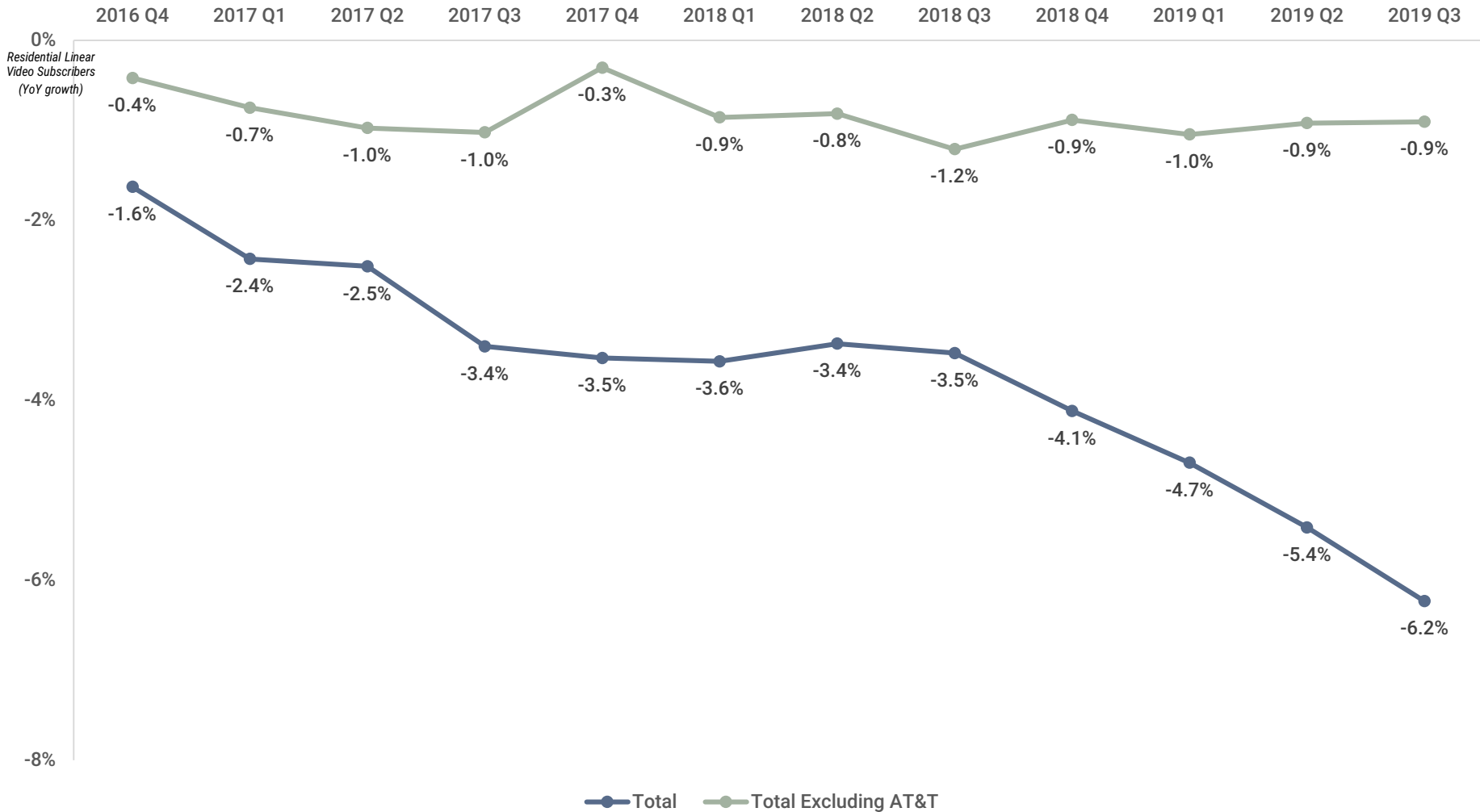
T-Mobile Has Continued To Gain Wireless Market Share On The Strength Of Their Uncarrier Initiatives



How much share can the cable companies take and do they need to adjust their MVNO deals in order to succeed?

Cord Cutting

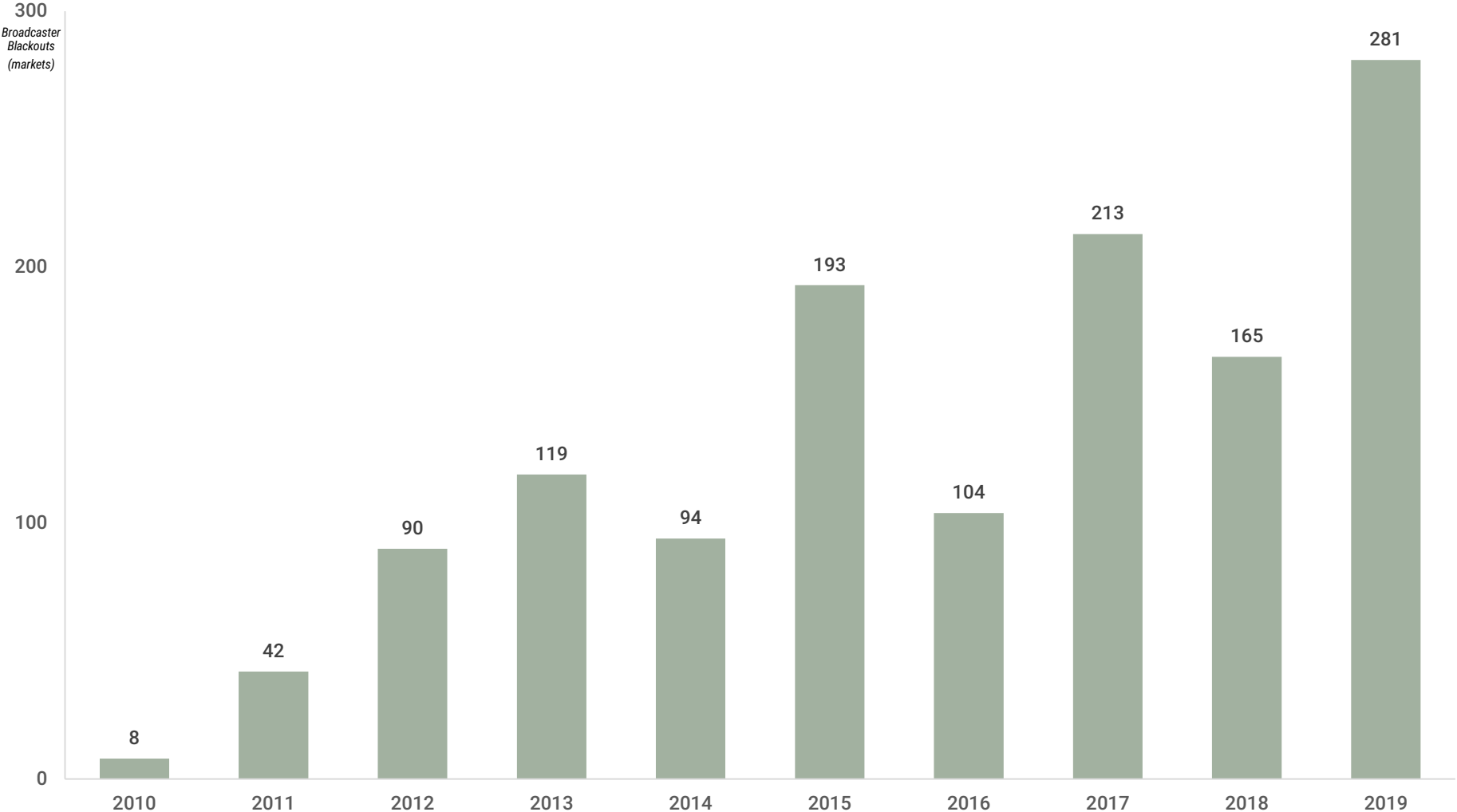
DirecTV Has Been One Of The Main Catalysts Of Cord Cutting As They Reduce Promotional Offerings



How many more households can fulfill their entertainment programming needs through a collection of OTT services?

TV Carriage Disputes

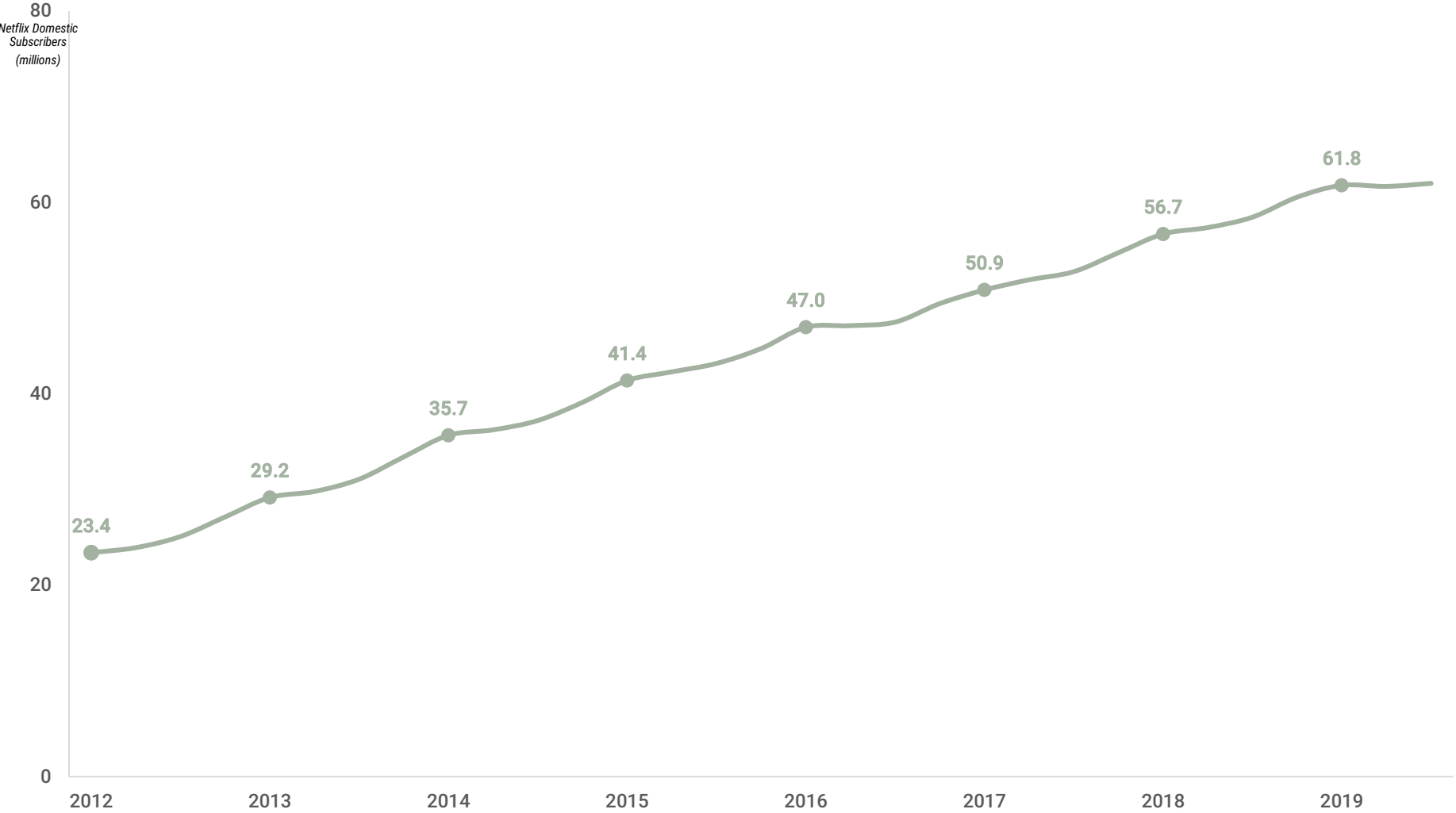
Carriage Negotiations Have Become Contentious, With A Record Number Of Blackouts Occurring In 2019



As more legacy media networks look to grow their DTC services, how will terms of the affiliate agreements evolve?

Netflix Domestic Growth

Netflix Subscriber Growth In The U.S. Has Slowed Considerably After Raising Prices At The Start Of The Year



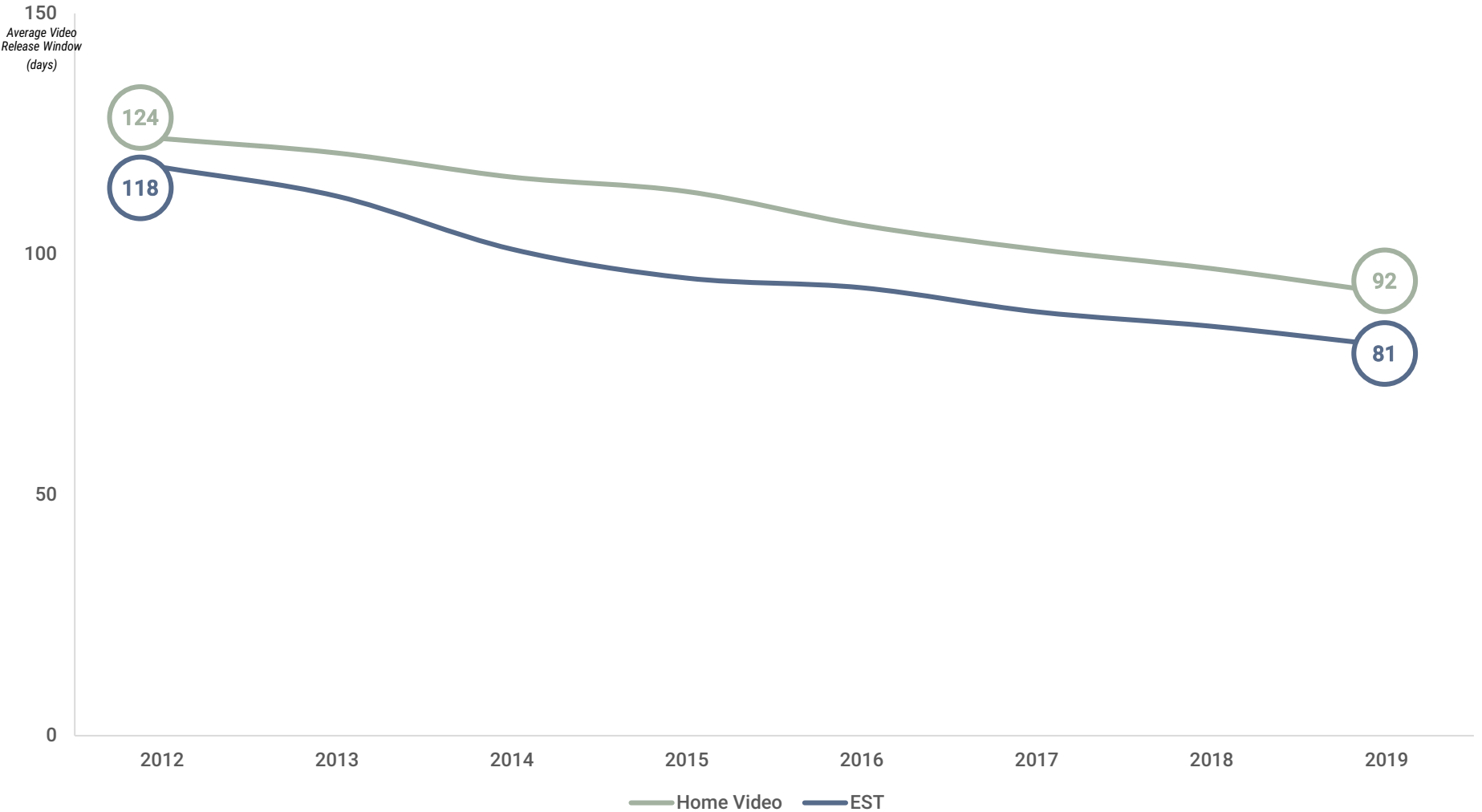
As domestic competition drives up programming costs, is there a benefit for producing content for third parties?

Source: Company Reports; EMC Analysis
Note: Includes free trials and paid memberships. Figures represent Q1.



Theatrical Window

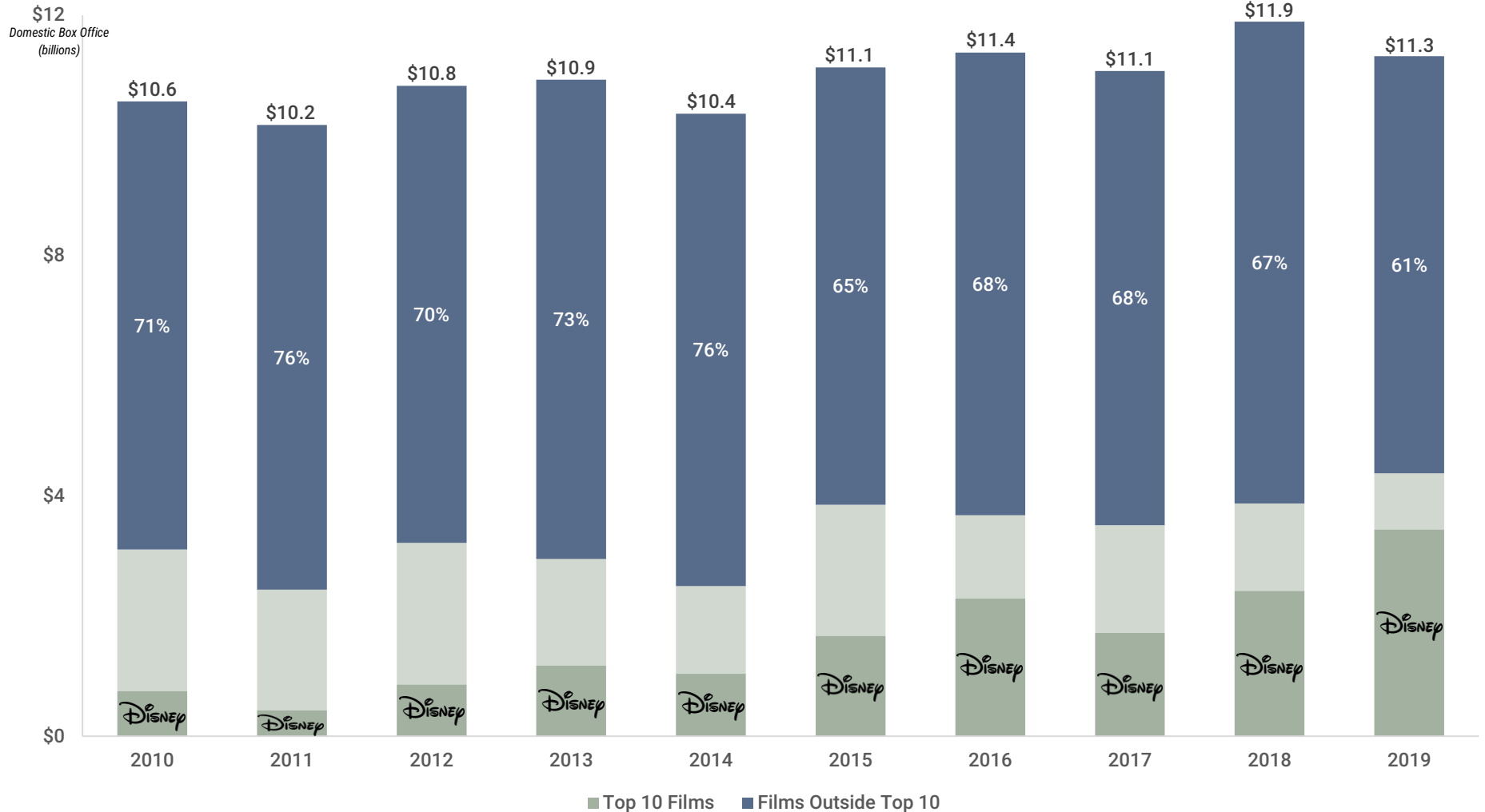
Theatrical Windows Continue To Shorten As The Majority Of A Film's Revenue Is Earned In The First Month



Are traditional studios willing to experiment with franchise releases in order to drive value to their new DTC services?

Box Office

Disney Has Dominated The Box Office As A Result Of Their Sharp Focus On Tentpoles, Especially The MCU

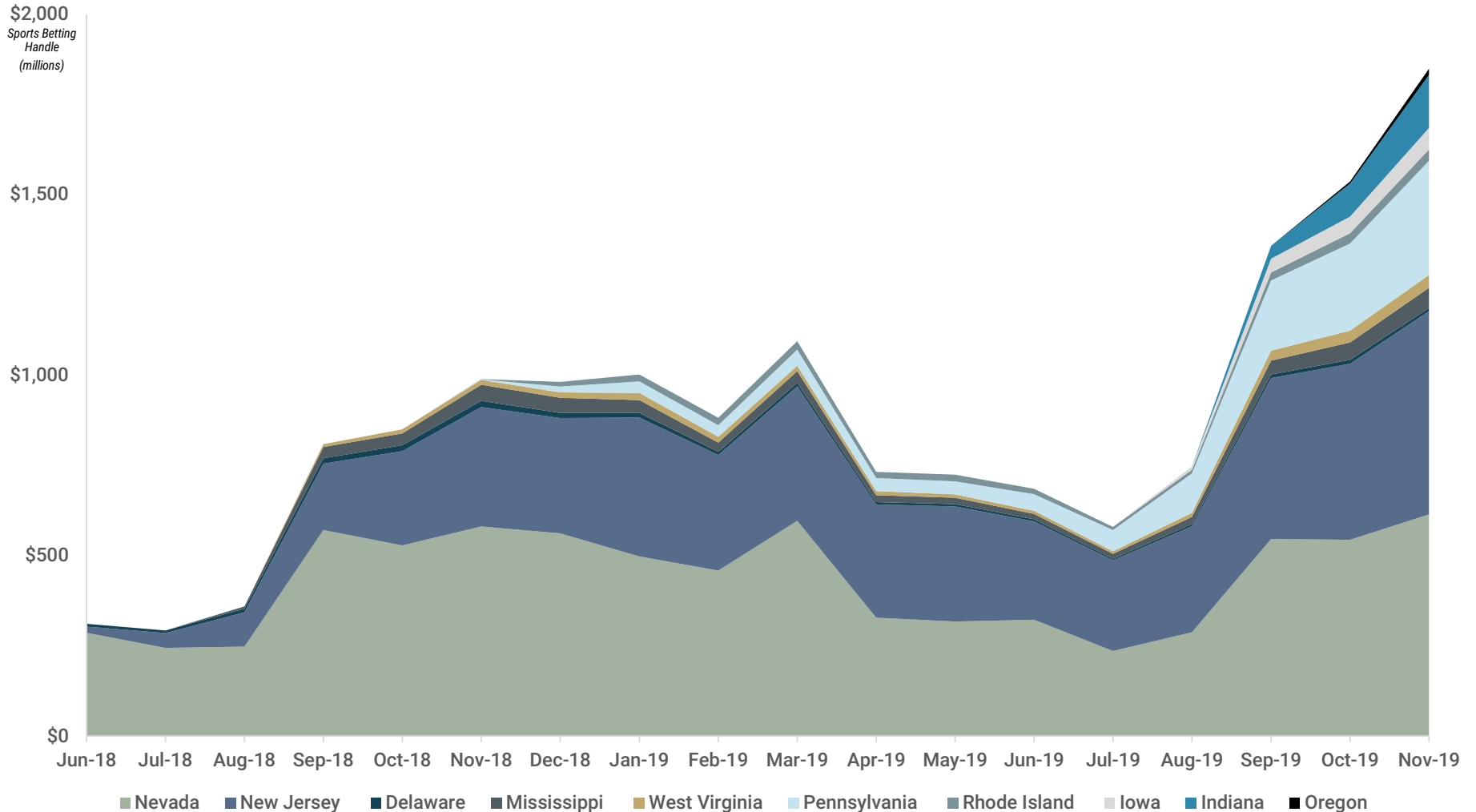


With low expectations for the 2020 slates, how can theater circuits use their subscription programs to boost attendance?

Source: BoxOfficeMojo; EMC Analysis
 Note: Dark green refers to Disney's share of the Top 10 films. Light green represents other studios' share of Top 10. Blue represents all other films that grossed revenue in the calendar year

Legalized Sports Betting

States Are Moving Quickly To Pass Legislation And Capitalize On The Strong Demand For Sports Betting



How can sports teams and leagues meaningfully participate in the value chain without deteriorating their brand integrity?

Sinclair & The Fox RSNs

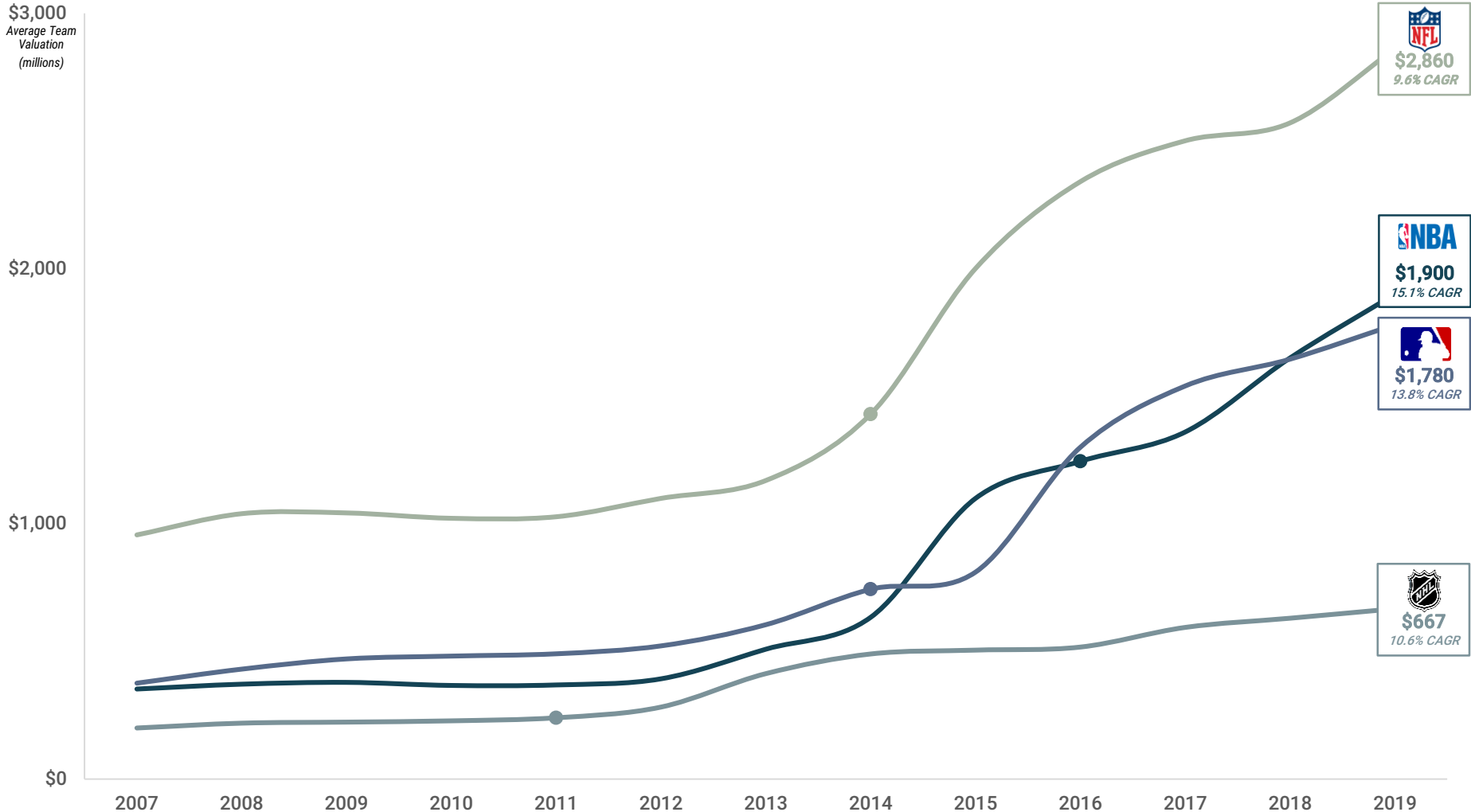
Sinclair Has Seen A Steady Decline In Their Market Cap Following Their Acquisition Of The 21 Fox RSNs



As the reach of linear continues its descent, does the combination of live and local programming become more valuable?

Sports Team Valuations

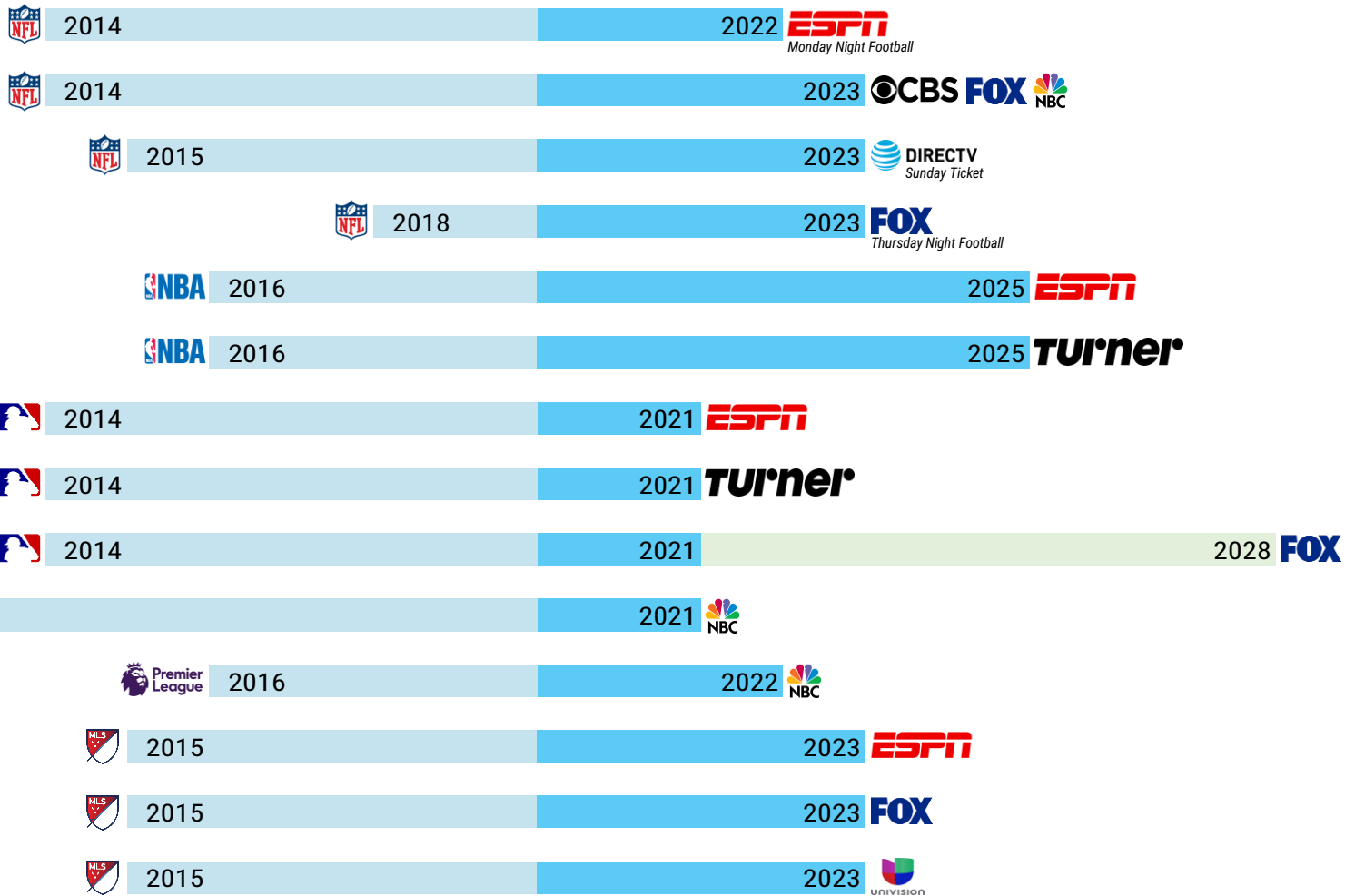
The Value Of Professional Sports Franchises Continues To Grow, Buoyed By Recent Media Rights Deals



Will the formation of LP funds create a liquid market that fosters the next generation of sports team owners?

Sports Rights

Many Major Sports Rights Are Coming Up For Negotiation This Year, With The NFL Being The Crown Jewel



After continued speculation, is this finally the year that a streaming platform gets a significant exclusive media deal?