

Digital Information and Entertainment Spending Reaches Trillions

Written by Marco Attard
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Global consumer digital information and entertainment product and service spending reaches \$2 trillion in 2010 according to Gartner-- and should grow to \$2.1Tr by 2011, before reaching \$2.8Tr in 2015.



The analyst describes this spending as a "consumer wallet" made of 3 spending types-- content, devices and services. Vendors offering a diversified product/service portfolio being a better chance to seize a larger share of the consumer wallet.

The largest part-- 62%, or \$1.2 trillion-- of 2010's consumer spending goes into communications subscription-based access and storage services, including mobile and wired voice services, mobile data services (such as SMS and broadband), fixed broadband services, video services (such as pay TV subscriptions) and online gaming.

\$600 billion (28%) go for CE devices, including mobile/handheld devices, PCs (and related equipment) and stationary entertainment equipment (such as TVs and game consoles).

The smallest spending segment (10%, or \$200Bn) goes into content and software spending-- with 50% going into video content (both purchased, rented, streamed and downloaded content and premium channel/PPV/VOD) and 50% going into PC and gaming software, digital music and books, and mobile app store purchases.

Customers are moving their spending from one segment to another-- from physical content (CDs, DVDs, books) to online/digital versions, and linear broadcast TV to OTT and on-demand video.

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Such alternate services generate business (and consumer spending) through either the replacement or adding to legacy products and services.

Gartner describes the 3 key technology areas to provide vendors with the best business opportunities over the next 3 years-- wireless broadband, location-based services (LBS) and operating systems.

Go [Gartner Says Consumers on Track to Spend \\$2.1 Trillion](#)