



ANNUAL REPORT

JANUARY 2025



GLOBAL ENTERTAINMENT INDUSTRY
TRENDS AND UPDATES

Index

Executive Summary

Section 1

State of the Global Film & TV Industry: 2021-2024

Key trends in development, production, and releases, highlighting the decline in broadcaster-led productions and the shift to streaming. Case studies on Banijay and Sony, illustrate differing impacts and strategies. It also examines the first drop in global film releases in four years and compares scripted vs. unscripted content trends across regions from 2021 to 2024.

Section 2

Group-Level Overview & 2025 Release Predictions

This section analyzes major entertainment groups, detailing their production, post-production, distribution, and broadcaster/OTT divisions. Based on 2024 releases and development activity, Vitrina forecasts their 2025 output, highlighting key trends, strategic shifts, and executive insights. Covered companies include Netflix, Vivendi, Sony, Amazon, Walt Disney, Warner Bros. Discovery, Paramount Global, Banijay, Bertelsmann, BBC, CJ ENM, and Comcast.

Section 3

Vitrina Predictions: Trending Languages in 2025

Vitrina analyzes language-level releases, development patterns, to forecast language growth, in 2025—offering a clear view of the evolving linguistic landscape in entertainment.

Section 4

Country-wise Production Trends: Japan, South Korea, Germany, India & LATAM

This section analyzes production trends across key markets, tracking year-on-year release patterns and identifying top production companies driving content creation in Japan, South Korea, Germany, India, and LATAM.

Section 5

Top Talent Deals by each Company: 2024 First-Look and Overall Deals & Future Projects

This section tracks top A-list talent securing first-look, overall, and partnership deals with major studios, comparing signings across companies. It highlights key creatives, their past work, deal specifics, and the expected content pipeline for Sony, Warner Bros. Discovery, Walt Disney Group, Prime Video, Comcast, Paramount, and Netflix. Section

Section 6

Exclusive Section: Sony Pictures Entertainment Group's 2024 Licensing & Optioning of Books, Novels & Games

This special section examines Sony Pictures Entertainment's 2024 licensing and optioning of books, novels, and games, classifying acquired titles by genre and adaptation potential. It also provides a group-level view of SPE's IP strategy, mapping acquisitions across its 72 production houses and labels to reveal how the studio is building its content pipeline.

Section 7

Streamers in Focus: Netflix vs. Prime Video

Benchmarking Netflix and Prime Video, comparing their quarter-on-quarter production trends against global benchmarks (2021–2024), examining their IP and development strategies, and mapping their geographical expansion from 2021 to 2024.

Section 8

Production Financing Strategies & Plans from Investor & Earnings Calls (Q3 2024)

In-depth analysis of Q3 2024 financial results, earnings calls, and executive commentaries from leading M&E companies. Focus on production financing, key headwinds and tailwinds, trends in content spends, M&A and partnership strategies, and emerging themes shaping future plans. By integrating financial and business insights from earnings calls, with Vitrina's Projects Tracker, we are able to explain the development, production power-moves by these corporations in a better light.