

UK Entertainment Economy in Flux: Streaming Wars, AI Shifts, and Shifting C

UK Entertainment Economy · Answer Key · 12 Questions

1. In 2025, what percentage of UK SVoD subscriptions were ad-supported, and what was the primary driver for this trend?

- A) 30%, to offset declining linear TV advertising revenue.
- B) 53%, driven by consumer willingness to trade ads for lower prices.**
- C) 40%, to compete with the growing FAST channel market.
- D) 25%, as a result of new regulations mandating ad-supported tiers.

2. According to PwC's Global Entertainment & Media Outlook 2024-2028, which sector is projected to make the UK entertainment and media market the largest in Europe by 2024?

- A) Live music and cinema ticket sales.
- B) Video game development and publishing.
- C) Internet advertising growth.**
- D) Print media and book publishing.

3. In 2025, what was the reported financial performance of the UK's grassroots music venues (GMVs), and what factor significantly contributed to this?

- A) 53.8% reported no profit, exacerbated by rising operational costs including changes to National Insurance contributions and business rates.**
- B) All venues were profitable, with average profit margins exceeding 10% due to increased ticket sales.
- C) Average profit margins were 5%, but 40% of venues permanently closed due to a lack of government support.
- D) The sector experienced a 15% growth in profit, primarily driven by a surge in vinyl sales.

4. What was the total production spend in the UK for film and high-end TV in 2025, and which segment contributed the majority?

- A) £5.8 billion, primarily from domestic UK films.
- B) £6.8 billion, with High-End TV (HETV) accounting for 59% of the total.**
- C) £4 billion, with feature films contributing 50% of the total.
- D) £2.8 billion, driven by inward investment in feature films.

5. Regarding the UK's creative industries, what was the estimated economic contribution in terms of Gross Value Added (GVA) in 2024, and what is the projected growth by 2030?

- A) £100 billion in 2024, projected to grow to £120 billion by 2030.
- B) £124 billion in 2024, projected to grow to £141 billion by 2030.**
- C) £6.8 billion in 2024, projected to grow to £8 billion by 2030.
- D) £14 billion in 2024, projected to grow to £20 billion by 2030.

6. In 2025, what was the recorded music revenue in the UK, and what percentage did streaming account for?

- A) £1.57 billion, with streaming accounting for 67.7%.**
- B) £1.49 billion, with streaming accounting for 75%.
- C) £2.36 billion, with streaming accounting for 62%.
- D) £1.07 billion, with streaming accounting for 50%.

7. What was the total UK box office revenue in 2025, and how did it compare to 2019 pre-pandemic levels?

- A) £996.8 million, a 2% increase on 2024 and 21% lower than 2019.**
- B) £1.1 billion, a 2% increase on 2024 and 28% lower than 2019.
- C) £1.084 billion, a 4.1% increase on 2024 and 11% lower than 2019.
- D) £979 million, a 7% increase on 2024 and 22% lower than 2019.

8. What significant trend was observed in the UK publishing industry in 2024 and 2025, despite an overall contraction in real terms?

- A) A decline in digital sales and a surge in physical book sales.
- B) A decrease in new company formations and an increase in mergers and acquisitions.
- C) An increase in new publishing business incorporations, driven by declining barriers to entry and digital distribution.**
- D) A sharp decrease in audiobook interest following a decline in subscription services.

9. Which sector within the UK's commercial TV and online video market showed the strongest growth in 2024, and by what percentage?

- A) Linear TV advertising, growing by 26%.
- B) Broadcast PSBs (Public Service Broadcasters), with revenues stabilising.
- C) Online video, with SVoD (Subscription Video on Demand) revenues up 10%.**
- D) Digital multichannels, experiencing a 3.2% contraction.

10. In 2025, what was the stated revenue from West End theatre shows, and what was its significance compared to pre-pandemic levels?

- A) £1.084 billion, a record-breaking amount and 11% above pre-pandemic levels.**
- B) £1 billion, matching 2019 levels.
- C) £560 million, a 5.3% decrease in real terms compared to 2019.
- D) £1.27 billion, representing an additional £1.40 for every £1 spent on a ticket.

11. What is the projected economic impact of AI adoption on the UK's productivity growth by 2030, according to the OECD?

- A) A potential addition of 0.4 to 1.3 percentage points to UK's productivity growth.**
- B) A 5% increase in productivity growth across all sectors.
- C) A 10% increase in the creative industries' productivity alone.
- D) A stabilisation of current productivity levels due to the costs of implementation.

12. In 2025, UK recorded music revenues reached a new nominal high. How did this compare to the decade prior, before adjusting for inflation?

A) It was approximately 50% higher than a decade before.

B) It was nearly 90% higher than a decade before.

C) It was 20% higher than a decade before.

D) It was roughly the same as a decade before.