

The 9th Edition of the Only Source of Comprehensive & Actionable Strategic Intelligence Covering Product Placement Spending, Growth & Key Trends Worldwide by Region, Country, Media Platform & Channel for the 2016-2026 Period, Including 2022-2026 Forecasts

## Product Placement in Media

- \*Broadcast TV
- \*Cable TV
- \*Streaming (OTT) Video
- \*Filmed Entertainment
- \*Videogames
- \*Digital & Online Media
- \*Mobile & Social Media
- \*Recorded Music
- \*Print Media
- \*Radio/Audio Media



## Top 20 Global Media Markets

- |                |                 |
|----------------|-----------------|
| *United States | *Japan          |
| *Argentina     | *Mexico         |
| *Australia     | *Netherlands    |
| *Brazil        | *Poland         |
| *Canada        | *Russia         |
| *China         | *South Africa   |
| *France        | *South Korea    |
| *Germany       | *Spain          |
| *India         | *Taiwan         |
| *Italy         | *United Kingdom |

- Actionable market intelligence to optimize workflow, improve strategic planning, enhance market monitoring & capitalize on growth opportunities
- Product placement spending, growth and key trends covering all 4 global regions, top 20 countries, and 10 media platforms and channels
- Core PDF Report delivers 335 slides featuring exclusive market data, analysis, charts, graphs, and in-depth profiles & rankings of top 20 countries
- Companion Excel Databook provides 250,000 deep-dive datasets and data points covering the 2016-2026 period by country, media platform and channel

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## **Global Product Placement Forecast 2022**

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# ***Global Product Placement Forecast 2022***

## **Definitions & Segmentation**

**Product Placement in Media:** Marketing tactic used by brands as part of a multimedia campaign in which the objective is to place or integrate brand names, logos or specific products within the non-ad content of various media. The goal of advertisers utilizing product placement is to prominently place or creatively integrate brands or products into established content (produced regardless of the product integration) as a method to promote brand awareness, favorable brand attitudes and purchase intention. Product placement integrations are increasingly being used because it is virtually immune to ad-skipping technology that is impacting television and digital advertising. Product placements also have a long shelf life in which the same placement is viewed years after the original placement.

To avoid double counting, product placement content that is viewed on different devices, is included only in the original medium in which the deal was negotiated. For example, a product placement in a theatrical film that was viewed on television or streamed on a tablet months later would only be included in product placement in theatrical film, not in product placement in television or product placement in digital media. Not included in product placement is sponsored original content that would not be produced if not for the product integration. For example, a food & drink advertiser finances a digital video cooking segment which prominently highlights its products in the recipes. This is considered content marketing.

**Product Placement in Television:** Includes brands, products and services that are integrated into regularly scheduled and one-time special programs found on broadcast television, cable networks and streaming video services. There are many types of product integrations. The most lucrative product placements occur when products are incorporated into plotlines of scripted programs, such as an ad agency executive pitching a specific brand. DIY and how-to programs, like home improvement or car restoration, often reference brands that help accomplish a task, like a tool or automotive part. It also includes product placement in reality programs when brands are placed near judges or used/won by contestants. Another type of product placement occurs on game shows in which a brand is the prize and then an announcer describes the brand. In local television, brands are used by talk show hosts and newscast anchors, like the clothes being worn. One-time product placements on television occur during live televised shows, like red carpet dresses. Periodically, product placement includes brands being displayed in the background of sets to add depth to a scene or placed behind individuals during live events, which is also known as a cameo product placement. Examples of cameo placements include cereal brands seen behind characters in a kitchen scene and branded backgrounds behind athletes and coaches during post-game press conferences.

Not included in product placement in television is virtual product placements that are added in post-production when the television program is retransmitted on streaming sites as reruns. That is included with the Product Placement in Digital Media channel described later. It also does not include social media videos, as those are often unpaid. It does not include unboxing videos, as those are considered Content Marketing. It does not include videos on influencer sites, as those will be included in the Digital Media channel.

**Product Placement in Filmed Entertainment:** Includes brands, products and services that are integrated into plots of theatrical films, direct-to-home video titles and original streaming movies. A product integration occurs when the brand moves the plot forward, like a character shopping at a specific store to resolve an issue. Product placement in films also includes cameo placements (referenced in the television channel), in which brands provide additional depth to the plot, scene, or character. Examples of additional depth include the type of car a spy drives, healthy food brands found in a refrigerator, a laptop brand used to access e-mails, or a movie taking place at a well-known resort.

Not included in product placement in television is virtual product placements that are added in post-production when theatrical movies become available on streaming site. As referenced earlier, this category is included in the Digital Media channel below.

**Product Placement in Digital Media:** Includes various forms of digital content in which the publisher has been compensated to include the brand in the content, either by using the product or referencing it within the context of the topic. There are three types of websites in which the product integrations occur – a) pure-play web sites, such as a fantasy sports league; b) social media site, such as a paid Facebook post with the brand integration; and c) influencer sites in which a person(s) is (are) paid to reference a specific brand when discussing a topic, such as a travel blog macro-influencer is paid to use a specific camera to take photos. Also included in product placement in digital media are virtual product placements in which brands are integrated into television programs or films after the original content was released, such as adding a brand logo of a soft drink vending machine in the streaming version of a film, which previously had been generic when the film was released in theaters.

Not included in product placement in digital media are brand-sponsored streaming videos on social media, such as unboxing videos or a webinar on a subject that requires using the brand product, like a cooking show. This is considered content marketing. Also not included in product placement in digital media are blogs and podcasts developed by brand ambassadors – individuals hired by companies representing the brand who review specific products, like jeans. This is considered influencer marketing. It is only considered product placement when the brand is referenced on a pre-existing blog or podcast, such as the example of a travel blog above.

**Product Placement in Videogames:** Includes brand placements in console/PC, online and mobile games, including brand-supported titles, also known as advergimes. Paid placements include the use of a product by a videogame character, such as a soldier looking at the time on a branded watch in a console game; a branded building selling coffee in a PC virtual city; the reference of a specific smartphone in text-based online game; and the inclusion of a branded candy in mobile social media game. Advergimes are usually offered by quick-service restaurants (QSRs) that have the brand mascot incorporated into the game's plot on a popular console game franchise.

Not included in product placement in videogames are the ads shown as out-of-home signage, such as a car driving past a roadside billboard or banner ads in sports titles, like baseball fences. This is considered videogame advertising. Also not included in product placement in videogames are purchasing branded products that offer incentives, like a famous sports car that goes faster than cars in the original game. This is considered videogame microtransactions.

**Product Placement in Print:** Includes brand placements in newspapers, magazines, consumer books, and comic books. Paid placements include specific mentions of a brand when a generic reference would have sufficed, such as a photo layout of cosmetic products in a magazine, a specific automobile referenced in a book, a comic book character using a specific smartphone, and a brand name spice listed as an ingredient in a recipe printed in a newspaper.

Not included in product placement in print are sponsored inserts discussing a topic, like automobile safety, in which a specific brand is always referenced, like the back-up cameras in a specific automobile model. These are called advertorials and are considered content marketing.

**Product Placement in Music:** Includes brand placements in music videos, song lyrics, audio podcasts and broadcast, satellite & digital radio programs. Paid placements include the integrations of products into music videos where brand logos are prominent, such as a singer spraying on perfume while singing. It also includes specific mentions of brands when a generic reference would have sufficed, such as a music lyric featuring a specific fashion brand. In radio and podcasts, most paid placement occurs when a talk show host or disc jockey mentions the product, like a restaurant he/she recently visited.

# ***Global Product Placement Forecast 2022***

## **About PQ Media**

# About PQ Media and the Annual *PQ Media Global Media Forecast Series*

**PQ Media** is a leading provider of actionable competitive intelligence and strategic guidance to management teams of the world's top media, entertainment & technology organizations. PQ Media delivers intelligent data and analytics to high-level executives to empower them to make smarter, faster business decisions amid the transforming global media & technology ecosystem. Our well-respected team of industry analysts and proven econometric methodology drive the annual *PQ Media Global Media & Technology Series*, a three-report suite of exclusive market intelligence that helps drive client growth objectives with a laser focus on the media economy's key performance indicators: operating company revenues, consumer time spent with media, and consumer spending on media content & technology (see more info & links to free downloads below).

## **PQ Media's Global Media Forecast Series:**

PQ Media applies its proven econometric methodology and multi-channel research to our annual KPI benchmark series to help executives in the global media, entertainment & technology industries gain a deeper understanding of the world's transforming media ecosystem. This three-report suite delivers the first holistic view of the collective global media economy, focusing on digital & traditional advertising, marketing & consumer media usage and spending and profiling the Top 20 Global Markets, including the U.S., which account for more than 85% of global media revenues and spending annually. Each report in the series provides comprehensive five-year historical tracking and five-year forecasts for one of the three abovementioned KPI's. Our industry, sector, market, platform, channel and generation definitions remain consistent across each report making it easy to quickly compare growth patterns, drivers and performance in each global region, domestic market and individual admedia & marcom landscape.

- [Global Media Forecast Series 2021](#) (link to site license info for standalone reports & 3-Report Special Enterprise Bundle License)
- [Global Advertising & Marketing Spending Forecast 2021-25](#)
- [Global Consumer Media Usage Forecast 2021-25](#)
- [Global Consumer Spending on Media Forecast 2021-25](#)

**\*Following are some of PQ Media's annual market research report series. For more info on site license options & free executive summary & data downloads, click: [pqmedia.com/reports/](http://pqmedia.com/reports/)**

- US Audio Media Forecast 2021
- Global Out-of-Home Media Forecast 2021
- Global Content Marketing Forecast 2020
- Global Experiential Marketing Forecast 2020
- Global Product Placement Forecast 2020
- U.S. Multicultural Media Forecast 2019
- Global Out-of-Home Media Forecast 2019
- U.S. Smart Technology Marketing Forecast 2019
- Global Media & Technology Forecast Series 2020
- Global Media & Technology Forecast Series 2019
- Global Media & Technology Forecast Series 2018
- Global Media & Technology Forecast Series 2017
- Global Media & Technology Forecast Series 2016
- Global Media & Technology Forecast Series 2015
- Global Media & Technology Forecast Series 2014
- Global Media & Technology Forecast Series 2013
- Global Branded Entertainment Marketing Forecast 2018
- Global Branded Entertainment Marketing Forecast 2017
- Global Out-of-Home Media Forecast 2017
- U.S. Digital Out-of-Home Media Forecast 2016
- U.S. Brand Activation Marketing Forecast 2016
- Global Branded Entertainment Marketing Forecast 2015
- Global Content Marketing Forecast 2015



**Global Advertising & Marketing Spending Forecast 2021-2025**

The 9<sup>th</sup> Annual Edition of the Global Advertising & Marketing Industry's Performance Benchmark Delivering Actionable Market Intelligence, Economic Data & Expert Analysis of Digital & Traditional Media Spending, Growth, Key Trends & Projections by Media Platform, Channel & Country for the 2015-2025 Period

2 Media Segments: Advertising & Marketing  
2 Media Segments: Traditional & Digital  
10 Digital & Alternative Media Platforms  
40 Digital & Alternative Media Channels  
11 Traditional Media Platforms  
15 Hybrid (Digital + Traditional) Media Slices

**Digital & Alt. Media**  
Digital CDM Media  
Digital Content Mktg  
E-commerce Mktg  
Influencer Marketing  
Internet Advertising  
Internet Marketing  
Mobile Marketing  
Product Placement  
Entertainment Media

**Traditional Media**  
Print Networks  
Print Content Marketing  
Print Directories  
Print Magazines  
Print Newspapers  
Terrestrial Broadcast TV  
Terrestrial Radio  
Traditional Direct Mktg  
Traditional CDM Media  
Traditional Promotions  
Traditional PR

**Top 20 Global Markets**  
\*Americas  
\*Europe  
\*Asia-Pacific  
\*Africa-Middle East  
\*United States  
\*Japan  
\*Mexico  
\*Brazil  
\*Canada  
\*China  
\*France  
\*Germany  
\*India  
\*Italy

**4 Major Regions**  
\*Americas  
\*Europe  
\*Asia-Pacific  
\*Africa-Middle East

**Top 20 Global Markets**  
\*United States  
\*Japan  
\*Mexico  
\*Brazil  
\*Canada  
\*China  
\*France  
\*Germany  
\*India  
\*Italy

Most comprehensive, consistent & actionable media spend & growth intelligence covering 2015-2025 with current 2021 data & 2022-2025 forecasts  
Only primary source delivering intelligent data & analysis tracking 100+ digital & traditional advertising & marketing media by country worldwide  
Exclusive data, insights & projections by advertising & marketing sectors, digital & traditional media platforms & channels, supported by consistent industry definitions & segmentation, current market sizing & growth projections, key growth drivers & emerging challenges

[www.pqmedia.com](https://www.pqmedia.com)

[Global Advertising & Marketing Spending Forecast 2021-25 \(October 2021\)](#) – Focuses on digital and traditional media revenues, with data, analysis and profiles of the top 20 global markets by 2 broad sectors (advertising and marketing); 9 digital media platforms and 41 channels therein; 11 traditional platforms; and 15 combined digital + traditional media segments.

**Global Consumer Media Usage Forecast 2021-2025**

The 3<sup>rd</sup> annual edition of the world's most comprehensive & actionable source of media consumption intelligence, covering all 4 global regions, top 21 markets & rest of countries in each region, 29 digital media platforms & channels, 9 traditional media platforms, and 6 consumer generations

**1 Digital Media Platforms**  
-Advertising Audio  
-Mobile Media  
-Other Digital Media  
-Traditional Platforms

**22 Digital Channels**  
-Streaming Audio  
-eBooks  
-Commerce  
-Online & Mobile Games  
-Digital Magazines  
-Online & Mobile News  
-Physical Film & Video  
-Physical Recorded Music  
-Print Books  
-Print Magazines  
-Print Newspapers  
-Terrestrial Radio  
-Traditional OOH  
-Executive Radio

**Top 20 Global Markets**  
\*U.S.  
\*Japan  
\*Mexico  
\*Brazil  
\*Canada  
\*China  
\*France  
\*Germany  
\*India  
\*Italy

**6 Consumer Groups**  
-Gen Z (Post-2013)  
-Millennials (2013-2018)  
-Millennials (2018-2020)  
-Gen X (2013-2020)  
-Baby Boomers (2014-2024)  
-Great Generation (Pre-2014)

Most comprehensive, consistent and actionable consumer media usage & exposure time data and market insights covering the 2015-2025 period, with 5-year forecasts  
Site license includes 440-slide Report & Analysis with 600 exclusive datagraphs, and a Deep-Dive Excel Database with 250,000 datasets and datapoints  
Covers all 4 global regions, top 21 markets & rest of countries in each region, 29 digital media platforms & channels, 9 traditional platforms & 6 consumer groups

[www.pqmedia.com](https://www.pqmedia.com)

[Global Consumer Media Usage Forecast 2021-25 \(December 2021\)](#) – Examines consumer time spent with media with exclusive drill-down data and analysis covering top 20 countries by 3 broad digital media platforms and 22 channels therein; and 8 traditional platforms. Proprietary data and analysis of 6 key consumer generations and both genders.

**Global Consumer Spending on Media Forecast 2021-2025**

The 5<sup>th</sup> Annual Edition of the most comprehensive & actionable source of consumer media spending intelligence, providing in-depth data, analysis & growth projections of 23 digital media & 20 traditional media spend categories in the 20 largest markets & the rest of the countries in 4 global regions

**Digital Media Content**  
-Unit Purchases  
-Subscriptions  
-Digital Games & MMOG  
-Video Downloads & SVOD  
-Audio Downloads & Subs  
-eBooks & Digital Pubs

**Traditional Media Content**  
-Unit Purchases  
-Subscriptions  
-Print News & Mag  
-Print Books  
-Print Newspapers  
-Music CDs & Vinyl

**Digital Media Technology**  
-Accessories  
-Devices  
-Software & Services  
-Workload & IOPS  
-Tablets, Smartphones, PCs  
-Gadgets & Accessories  
-Digital Audio Components  
-Workflow, Security, Storage

**Traditional Media Tech**  
-Pay TV Subs  
-Public TV & Radio Fees  
-TV Sets & DVD Players  
-Home & Car Audio

**Top 20 Media Markets**  
\*United States  
\*Japan  
\*Mexico  
\*Brazil  
\*Canada  
\*China  
\*France  
\*Germany  
\*India  
\*Italy

**4 Major Regions**  
\*Americas  
\*Europe  
\*Asia-Pacific  
\*Middle East & Africa

Most comprehensive, consistent & actionable consumer spending on media data and market insights covering 2015-2025 period, with 5-year forecasts  
Site license includes 488-slide Report & Analysis with 400 exclusive datagraphs, and a Deep-Dive Excel Database with over 150,000 datasets and datapoints  
Covers all 4 global regions, top 20 markets & rest of countries in each region, 5 digital & 4 traditional media categories; 28 digital & 15 traditional media sub-categories

[www.pqmedia.com](https://www.pqmedia.com)

[Global Consumer Spending on Media Forecast 2021-25 \(February 2022\)](#) – Covers consumer spending on digital and traditional media unit sales and subscriptions, related technology, devices and software. Data broken down by 2 overall spending sectors, 5 digital media & tech segments and 28 subsegments therein; and 4 traditional media segments and 14 subsegments within.

# About PQ Media's Client's & Subscribers and Consulting Services

## PQ Media's Clients & Subscribers

PQ Media has accurately predicted key trends, insights and outcomes that have influenced strategic plans, investment parameters and tactical approaches for some of the world's most respected media companies, media agencies, financial institutions, and research & consulting firms:

<u>Media Companies</u>	<u>Financial</u>	<u>Agencies</u>	<u>Technology/Telecom</u>	<u>Research/Consulting</u>
<ul style="list-style-type: none"><li>• <b>Associated Press</b></li><li>• NBC Universal</li><li>• News Corp</li><li>• Time Warner</li><li>• Turner Broadcasting</li></ul>	<ul style="list-style-type: none"><li>• Bain Capital</li><li>• Credit Suisse</li><li>• Deutsche Bank</li><li>• GE Commercial Finance</li><li>• JP Morgan</li></ul>	<ul style="list-style-type: none"><li>• Dentsu</li><li>• Havas Media</li><li>• Hill Holiday</li><li>• Kinetic</li><li>• Starcom Worldwide</li></ul>	<ul style="list-style-type: none"><li>• AT&amp;T</li><li>• Cisco Systems</li><li>• Google</li><li>• Microsoft</li><li>• Qualcomm</li></ul>	<ul style="list-style-type: none"><li>• Bain &amp; Co.</li><li>• LEK Consulting</li><li>• McKinsey &amp; Co.</li><li>• Nomura Research Institute</li><li>• Yano Research Institute</li></ul>

## PQ Media's Consulting Services

Due to the global marketplace demand, we broadened and deepened our analysis of media through the lens of PQ Medianomics (see Methodology). The media industry has been expanding exponentially with more new channels being developed in the last 50 years compared with the first 5,000 years. Brands have more than 200 choices to distribute their messages compared with 50 in 1990, a fourfold increase. With the myriad of changes to the media ecosystem, key media stakeholders reach out to PQ Media for strategic intelligence to help in their decision-making process because of the unique data and trends analysis that we can offer. As a result, we developed a broader portfolio of custom consulting services to meet the growing needs of our clients. We have five types of consulting services:

- Actionable Strategic Intelligence Reports: PQM develops in-depth analysis of media industry trends, with multiple categories being analyzed or industry & segment briefs with drill-down data
- Perception Surveys: PQM develops, implements and analyzes results from a questionnaire we would prepare to ascertain how a specific end user perceives your company, brands and/or services
- Webinars & Presentations: PQM would prepare and present branded webinars and presentations that tie media industry data to your products and services
- Custom Phone Consults: PQM executives and industry thought leaders and we would provide our opinion in confidence on specific media platforms, channels, trends and/or companies.
- Licensing PQ Media Report: PQM prepares a specific report for you that would be available exclusively to a specific universe, such as clients or trade organization members

## Contact Us by Email or Phone and Follow Us on Social Media

Success in today's transforming mediascape requires timely, actionable strategic intelligence. Let PQ Media help your organization make smarter, faster business decisions with a no obligation situation review or preliminary phone consult. Please contact Patrick Quinn at [pquinn@pqmedia.com](mailto:pquinn@pqmedia.com) or Leo Kivijarv at [lkivijarv@pqmedia.com](mailto:lkivijarv@pqmedia.com) or call 203.569.9449 today to prepare for the hybrid media future.

[www.pqmedia.com](http://www.pqmedia.com) (Sign up for PQM newsletter)

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[twitter.com/pqmedia](https://twitter.com/pqmedia)

[facebook.com/pqmedia](https://facebook.com/pqmedia)

# *Global Product Placement Forecast 2022*

## **Methodology**

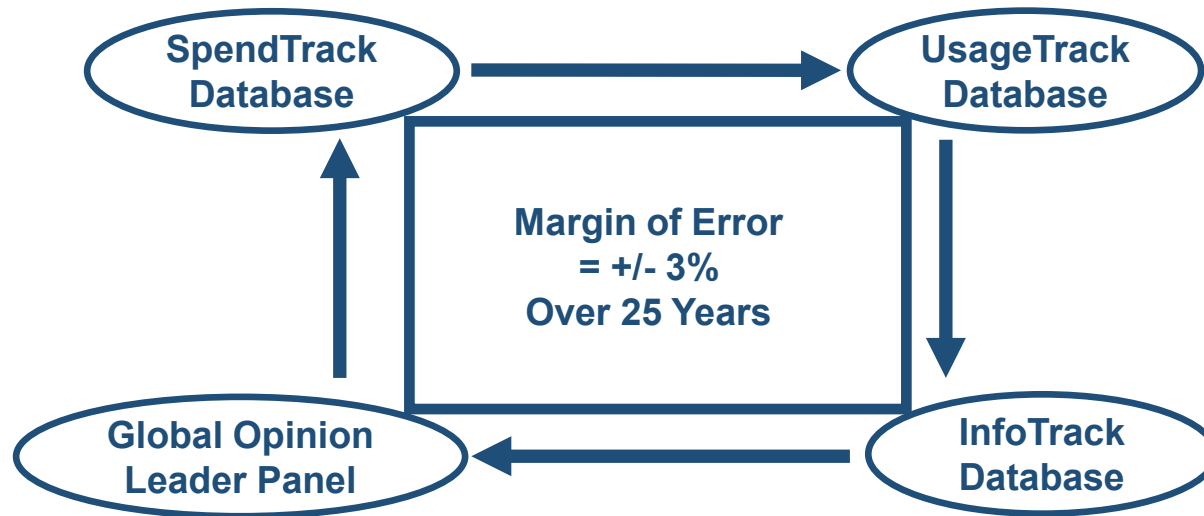
## PQ Media's Approach & Methodology

- **PQ Media's** proven research methodology and proprietary mapping system – PQ Medianomics™ – utilizes proprietary data collection techniques, algorithmic models and analytical approaches to track, analyze and forecast spending, consumption and trends in all major media, platforms and channels of the media and entertainment industries. PQ Media's system, driven by our SpendTrak™, UsageTrak™ and InfoTrak™ databases, as well as our exclusive Global Opinion Leader Panel™ (GOLP), layers the impact of key data and variables, including economic, demographic, behavioral, technological and regulatory.
- **PQ Media** defines, structures, sizes and forecasts global industries and markets, such as product placement, content marketing, and digital out-of-home media based on input from our exclusive Global Opinion Leader Panel™, which includes several hundred executives at media and entertainment companies, financial institutions, consulting firms, media agencies and brands regarding various data and information driving key trends and growth in campaign media spending. We also examine thousands of public and private documents from more than 1,000 sources pertaining to regional and market-specific trends and data in content marketing, the advertising & marketing ecosystem; economic sectors & demographic profiles; and any other factors, such as technology penetration rates, that might affect the content marketing industry, overall advertising environment, the economy and consumer media usage behavior & spending patterns.
- **PQ Media** proven econometric methodology is set apart from other media research sources in numerous ways. For example, PQ Media doesn't use standard rate card data and estimated impressions as the methodological foundation of our spending and growth algorithms. Our consistent, comprehensive and in-depth mapping of the entire media and entertainment landscape provides industry stakeholders with a complete picture of how the spending and usage patterns of consumers, businesses, brands and agencies are changing at an increasingly rapid pace, driven by technology innovation and emerging digital media. .

# PQ Media's Proprietary Methodology

**PQ Media's** proven research methodology – **PQ Medianomics** – and algorithms support our industry databases, which track and analyze three key performance indicators: media operator revenues and growth, consumer media usage and exposure, and consumer spending on media content and technology. Our unique approach is accentuated by an exclusive Global Opinion Leader Panel of influential media and technology industry stakeholders.

**PQ Media** analysts identify and examine critical industry trends, key growth drivers and crucial market shifts in the top 20 global markets, such as political, economic, social and technological changes, then apply our econometric methodology in a consistent manner to each media sector, platform, channel, market and demographic.



## PQ Media's Methodologic Differences

**PQ Media's** proven econometric methodology is set apart from other media industry researchers in five important ways:

- 1) We have strong relationships with key industry opinion leaders and leading industry stakeholders worldwide. We interview and survey our panelists on a regular basis to accentuate our media spending and consumption databases with ground-level insights available nowhere else;
- 2) Our breadth and depth of data and analysis is unrivaled (4 major revenue sectors, 20 major segments, 100+ sub-segments, and consumer and business media usage);
- 3) We operate the most comprehensive historical and forecast media, entertainment and communications spending and consumption databases in the world. For example, our U.S. advertising data dates by media platform back over a century, while our global data includes over 25 years of information, which has been giving our clients an industry recession/expansion perspective available nowhere else;
- 4) We're consistent in our methodology, historical tracking and annual recalibration of data as new media segments emerge and are added to our databases, while operating an annual forecast accuracy scorecard, referenced earlier;
- 5) The accuracy rate of PQ Media's media industry spending forecasts has been calculated at + or – 3% for more than a decade.

# ***Global Product Placement Forecast 2022***

## **Key Highlights from the Full Report**

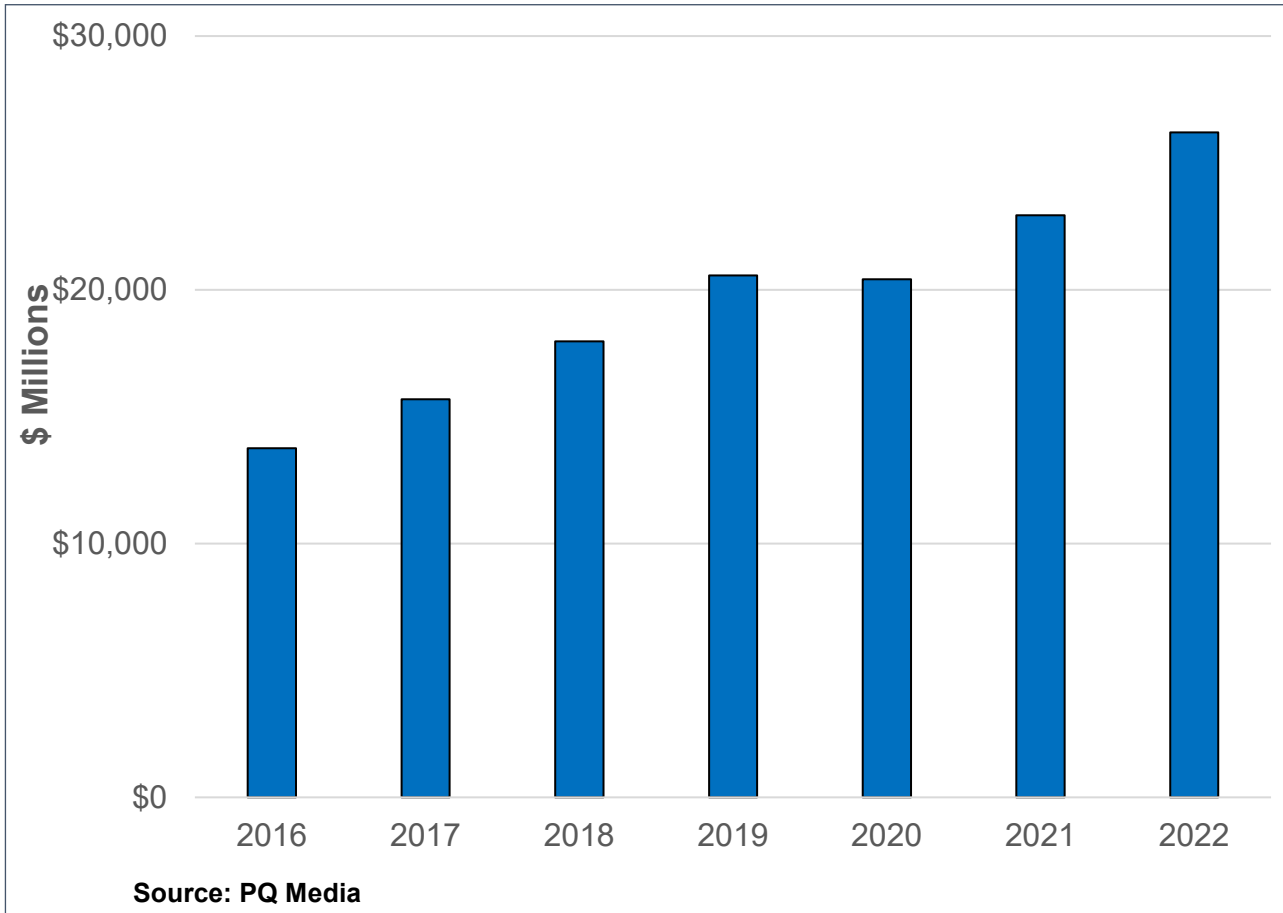
# Global Product Placement Rebounds from 2020 Decline with Double-Digit Increase in 2021; 2022 Gain to Mirror Pre-COVID Growth and Double-Digit Increases Throughout Forecast Period

- Total value of product placements in all media worldwide increased 12.3% to \$22.93 billion in 2021
  - Product placement in TV was the largest channel at \$16.06 billion
  - Product placement in films was the second largest channel at \$2.77 billion
  - Product placement in music was the smallest channel at \$302 million
  - Product placement on digital platforms rose the fastest, up 16.3%
  - Product placement in videogames rose 9.4%
  - Product placement in print media posted an 8.4% increase
- Total value of global product placements in media are on pace to rise almost 15% in 2022 to over \$26 billion

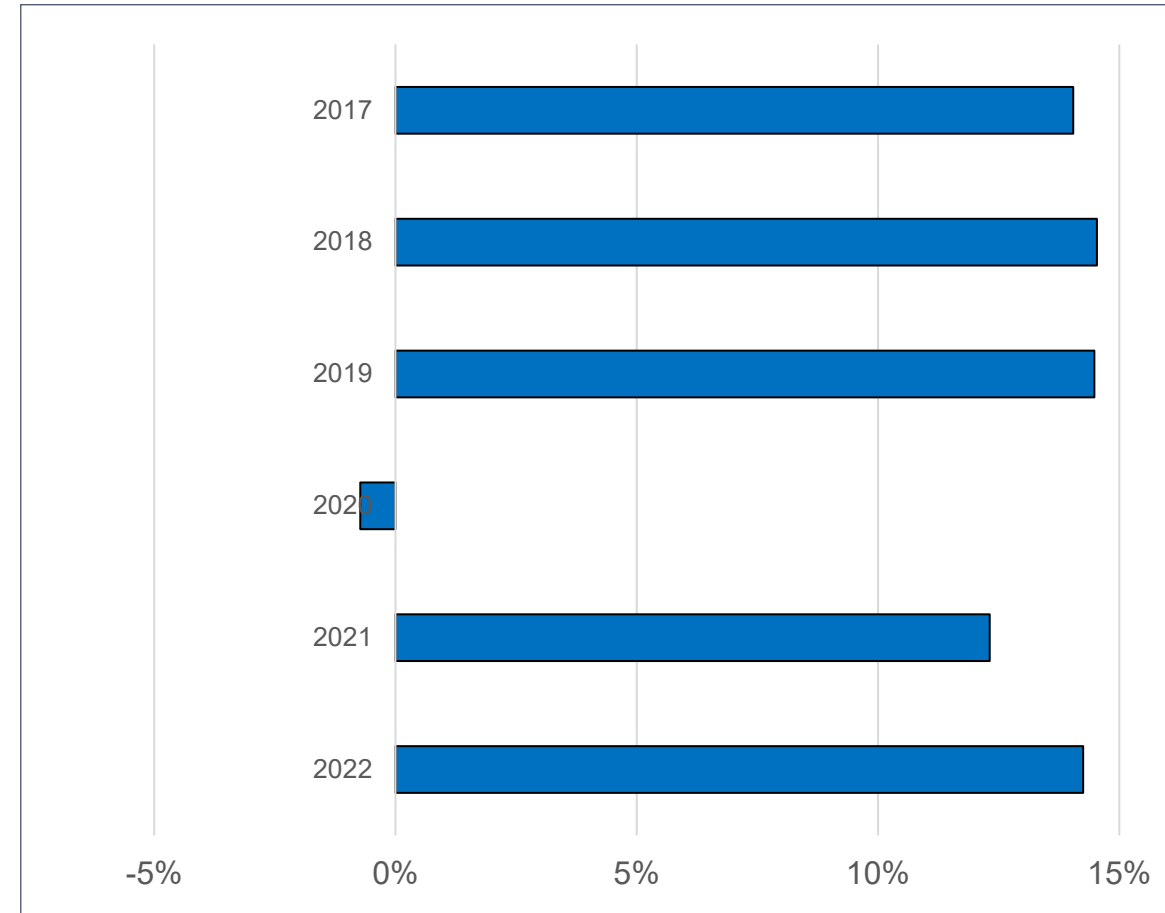


# Global Product Placement Revenues Rose 12.3% in 2021 to \$22.93 Billion; Projected to Rise 14.3% in 2022

Global Product Placement Revenues, 2016-22

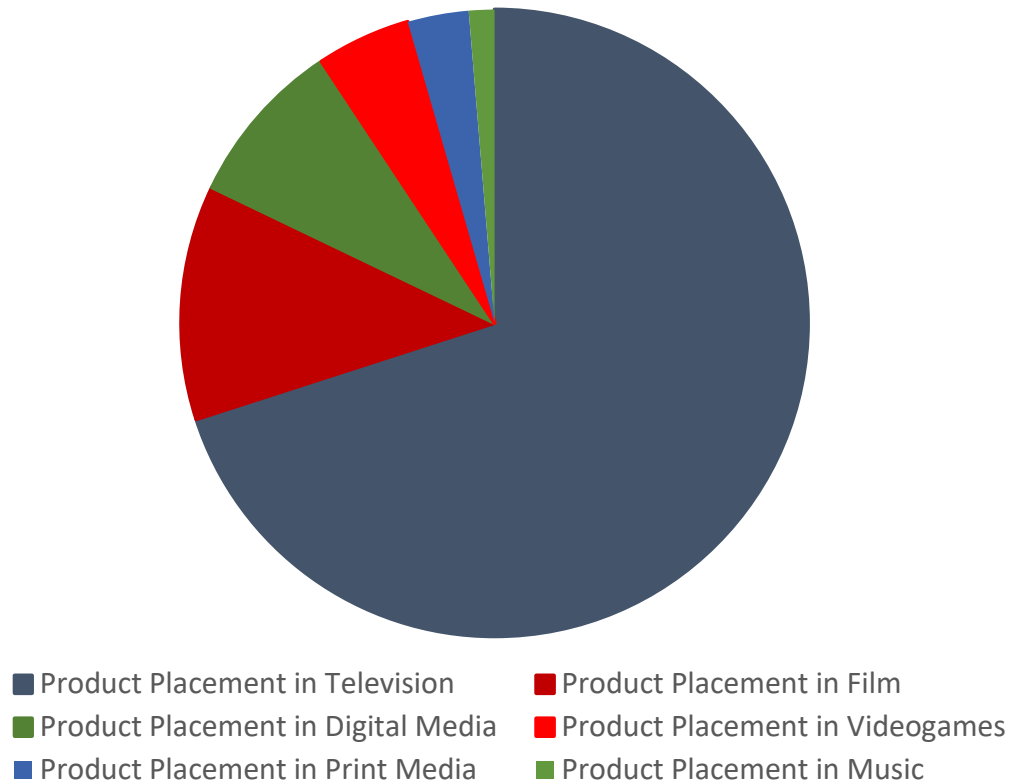


Global Product Placement Annual Growth, 2017-2022



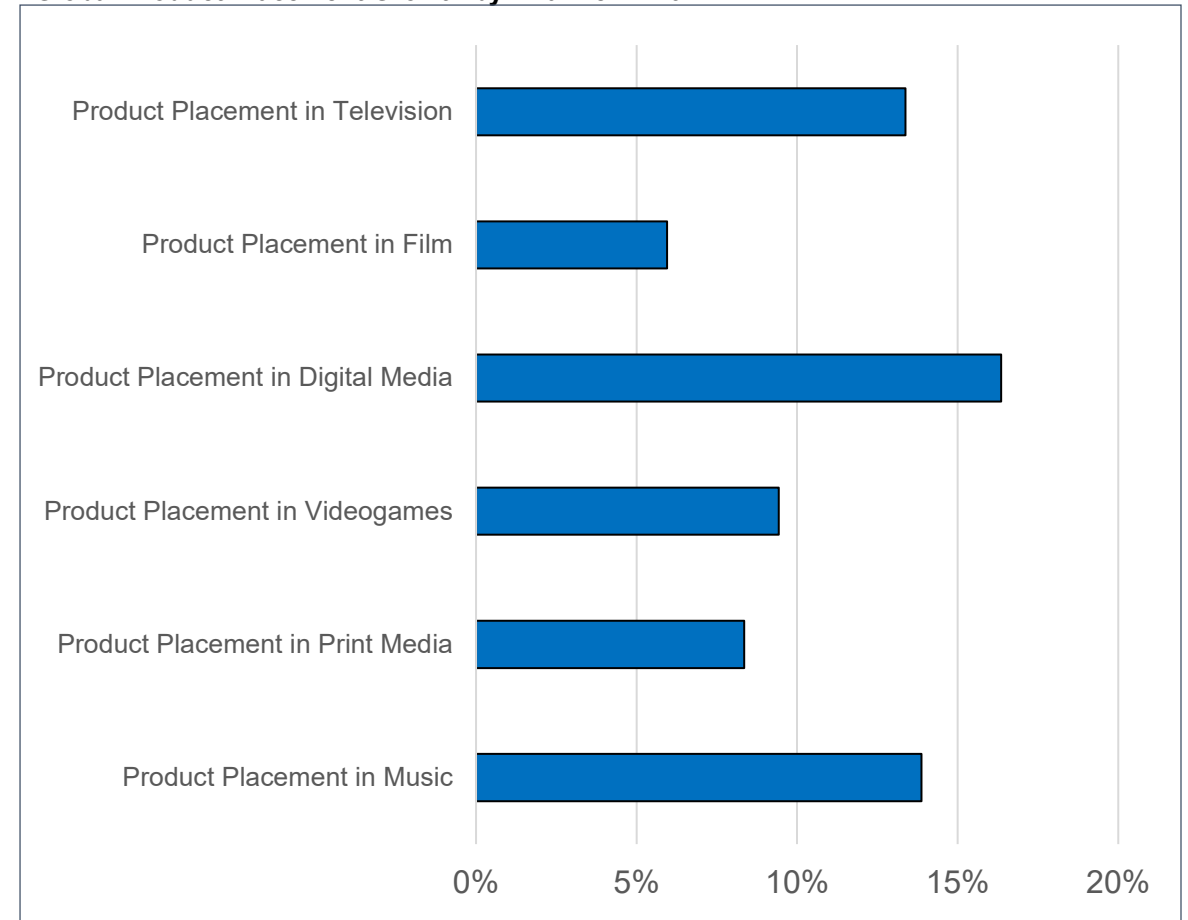
# Product Placement in Television Represents 70% of Total Product Placement Revenues; Product Placement in Digital Media Fastest Growing Channel in Global in 2021, Up 16.4%

Share of Global Product Placement Revenues by Channel in 2021



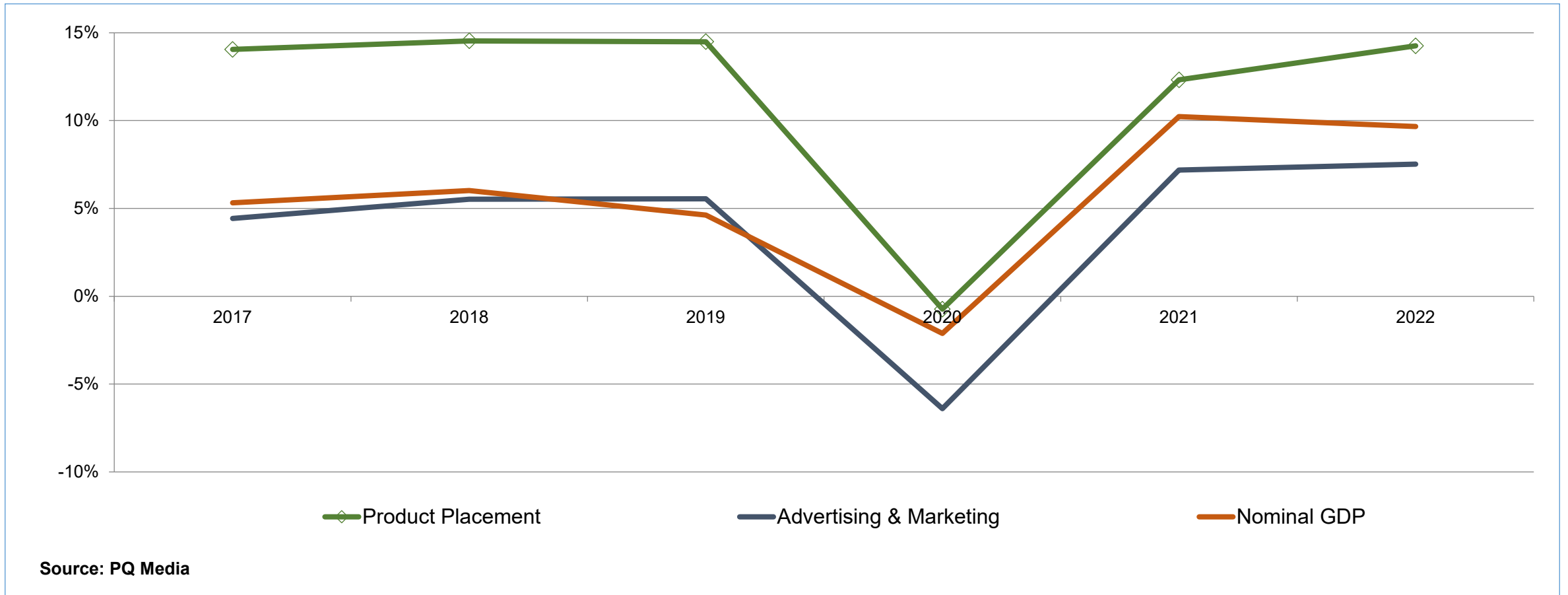
Source for both graphs: PQ Media

Global Product Placement Growth by Channel in 2021



# Global Product Placement Growth to Outpace Advertising & Marketing, and Nominal GDP by 2-7 Percentage Points in 2021 and 2022

Global Product Placement Growth Compared Against Advertising & Marketing and Nominal GDP, 2017-2026



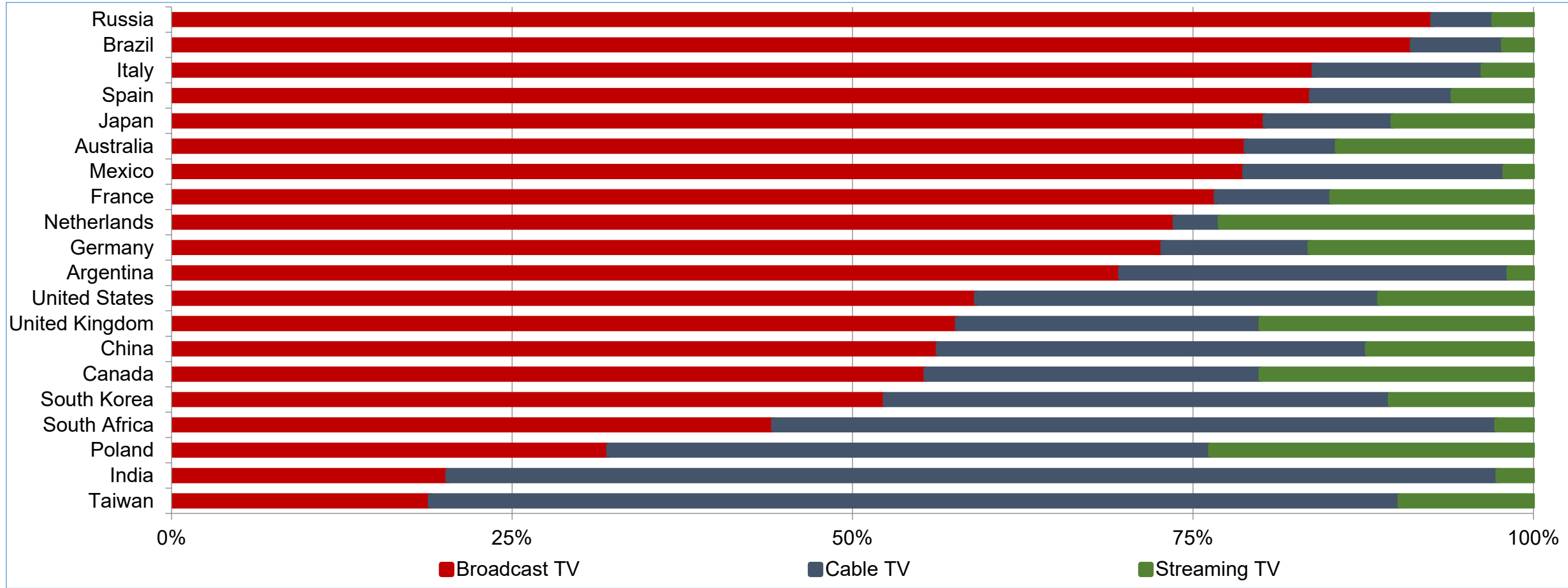
# United States was World's Largest Product Placement Market by Total 2021 Revenues; Taiwan was the Fastest Growing Market, Followed by Netherlands, with US Ranking 9<sup>th</sup>

Top 5 Largest & Fastest Growing Product Placement Markets	
2021 Revenues	2021 vs. 2020 Growth
United States	Taiwan
Brazil	Netherlands
Mexico	Germany
Australia	China
India	South Korea

Source: PQ Media

# Russia Ranks First in Share of Television Product Placement on Broadcast TV at 92.6%; India Ranks First in Share of Television Product Placements on Cable TV at 77.1%; Poland Ranks First in Share of Television Product Placements on Streaming TV at 23.7%

Share of Product Placement in Television by Distribution Method in 2021 by Market



Source: PQ Media

8th Edition of the Only Credible Source of Comprehensive and Actionable Strategic Intelligence Covering Product Placement Spending, Growth and Key Trends Worldwide by Region, Country, Media Platform & Channel for the 2016-26 Period, Including 2022-26 Forecasts

## Product Placement in Media

- \*Broadcast TV
- \*Cable TV
- \*Streaming (OTT) Video
- \*Filmed Entertainment
- \*Videogames
- \*Digital & Online Media
- \*Mobile & Social Media
- \*Recorded Music
- \*Print Media
- \*Radio/Audio Media



## Top 20 Global Media Markets

- |                |                 |
|----------------|-----------------|
| *United States | *Japan          |
| *Argentina     | *Mexico         |
| *Australia     | *Netherlands    |
| *Brazil        | *Poland         |
| *Canada        | *Russia         |
| *China         | *South Africa   |
| *France        | *South Korea    |
| *Germany       | *Spain          |
| *India         | *Taiwan         |
| *Italy         | *United Kingdom |

- Actionable market intelligence to optimize workflow, improve strategic planning, enhance market monitoring & capitalize on growth opportunities
- Product placement spending, growth and key trends covering all 4 global regions, top 20 countries, and 10 media platforms and channels
- Core PDF Report delivers 335 slides featuring exclusive market data, analysis, charts, graphs, and in-depth profiles & rankings of top 20 countries
- Companion Excel Databook provides 250,000 deep-dive datasets and data points covering the 2016-2026 period by country, media platform and channel