The Eighth Annual Global Media Intelligence Report Is Now Available

Article

eMarketer, in collaboration with Starcom Worldwide and GlobalWebIndex, released its annual Global Media Intelligence Report on key digital trends worldwide this week.

In 2018, digital devices and platforms are central to almost every dimension of daily life for consumers and businesses around the world. Yet traditional media—notably TV—still claim a significant amount of time as well, even among internet users. While consumer trends

are clearly evident across the 40 markets featured in the Global Media Intelligence Report, inevitably, there are intriguing outliers with respect to device penetration and the adoption of social media, time-shifted TV and other activities.

"The annual publication is among the top five reports accessed by eMarketer PRO subscribers every year, confirming the GMI report as an invaluable resource," said Geoff Ramsey, eMarketer co-founder and chief content officer. "This edition presents a different approach to the report. We shifted the focus on the expanding digital media landscape and the transformation happening across traditional media outlets. We turned to GlobalWebIndex —a primary research provider to Starcom and a valued partner of eMarketer."

Expanded coverage this year includes video-on-demand services and digital audio. For each market, media and mobile device penetration rates are available, along with demographic breakouts by age, gender and income or socio-economic group.

The GMI Report is eMarketer's largest, most comprehensive snapshot of the current state of media consumption worldwide, covering six major regions—Asia-Pacific, Central & Eastern Europe, Latin America, Middle East, North America and Western Europe—and 40 countries. This year's report contains more than 500 charts for all local markets—which Starcom and GlobalWebIndex helped identify and gather through its global network —in addition to benchmarks, analysis and context provided by eMarketer.

eMarketer PRO subscribers can read the full report now.

While the full report is only available to eMarketer PRO subscribers, non-subscribers can download the Executive Summary.