

Media Industry Revenue

by Segment, 2018



The Media industry revenue in 2018 was **S\$7.8 billion**.

Domestic Market

Local Media revenue accounted for **37.3%** (S\$2,911.1 million) of total Media industry revenue in 2018.

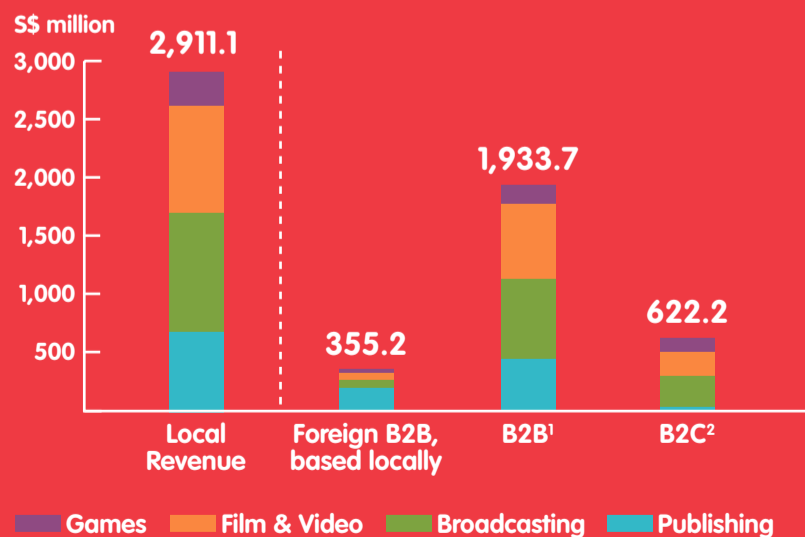


Of which B2B¹ revenue formed about **66.4%** (S\$1,933.7 million) of local revenue and

B2C² revenue formed about **21.4%** (S\$622.2 million)

The remaining **12.2%** (S\$355.2 million) coming from businesses with foreign business partners which are based in Singapore.

Local Revenue by Type and Segment, 2018



Overseas Market

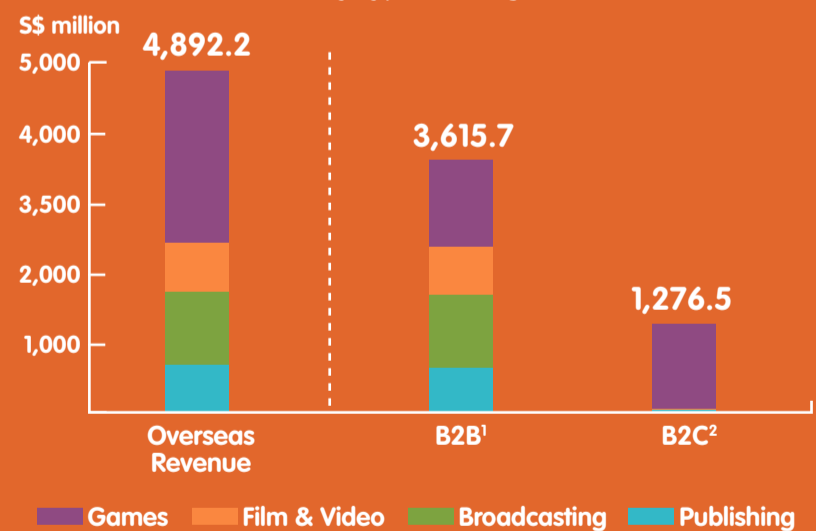
Overseas Media revenue accounted for **62.7%** (S\$4,892.2 million) of total Media industry revenue in 2018.



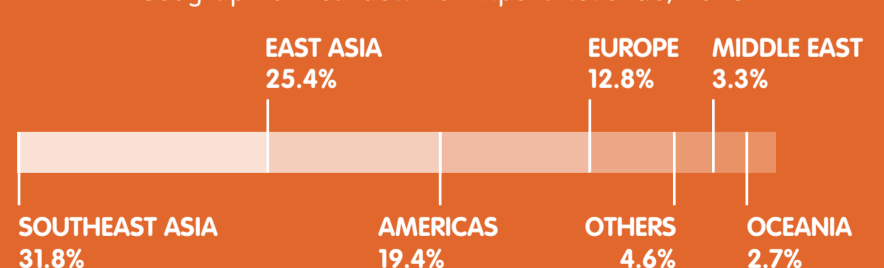
Of which B2B¹ revenue formed about **73.9%** (S\$3,615.7 million) of overseas revenue,

Remaining **26.1%** (S\$1,276.5 million) was attributed by B2C² revenue sources.

Overseas Revenue by Type and Segment, 2018



Geographic Breakdown of Export Revenue, 2018



1. Business-to-business (B2B) refers to business that is conducted between companies.

2. Business-to-consumer (B2C) refers to business that is conducted between a company and individual consumers, who are the end-users of its products or services.