

MEDIA AND ENTERTAINMENT

MEDIA AND ENTERTAINMENT TOP 10:

Brand Value (US\$M)



DEFINITION:

The Media and Entertainment category includes traditional media (e.g. TV, newspapers, etc.) as well as social media, search engines, video-sharing services, gaming, video and music streaming services, and leisure facilities.

CAPTURING ATTENTION/ MEDIA AND ENTERTAINMENT BRANDS EXCEL

Category Brand Value
Year-on-Year Change

40%

Media and Entertainment
Top 10 Total Brand Value

\$2,638,524 M

1. Google includes Google branded services and products excluding cloud. 2. WeChat and v.qq.com are part of Tencent group. 2. WeChat includes WeChat pay
Source: Kantar/Kantar BrandZ (including data from S&P Capital IQ)

MEDIA AND ENTERTAINMENT

The world's top Media and Entertainment brands have grown 40% this year as the category consolidates around its superstars.

For all that today's media and entertainment landscape offers a wealth of choices, it also resembles the 'old days' when consumers stuck to a limited number of available channels.

Except now, it's consumers themselves who are doing the (self-)limiting. Yes, many routinely spend six hours a day or more on entertainment across streaming video, social platforms, gaming, and music (from a recent US study by Deloitte). But they *also* tend to stick to a narrow set of channels and formats within that time frame. Among these, short-form video continues its upward rise, with gains concentrated among a small group of leading platforms.

In most parts of the world, these platforms include YouTube, TikTok, and the Meta brands. In China, where the short-form video format first took off, the leaders are Douyin, Kuaishou, Xiaohongshu, and now WeChat.

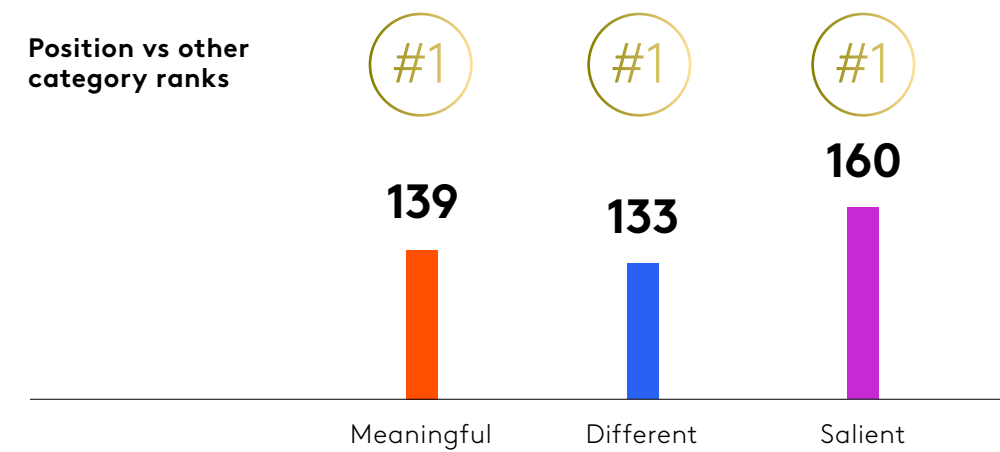
Regardless, this trend toward consolidation has shaped how content is made and surfaced. Brands and publishers today must adapt to platform-native formats designed for speed, volume, and 'shopability' (video is now a point of transaction, not just consumption). On top of it all, viewers' attention has become harder to hold and easier to lose.

Creators sit at the centre of this new attention economy. Individual content creators inspire more loyalty on short-form platforms than most corporate studios or movie stars – and they do so with far less overhead.

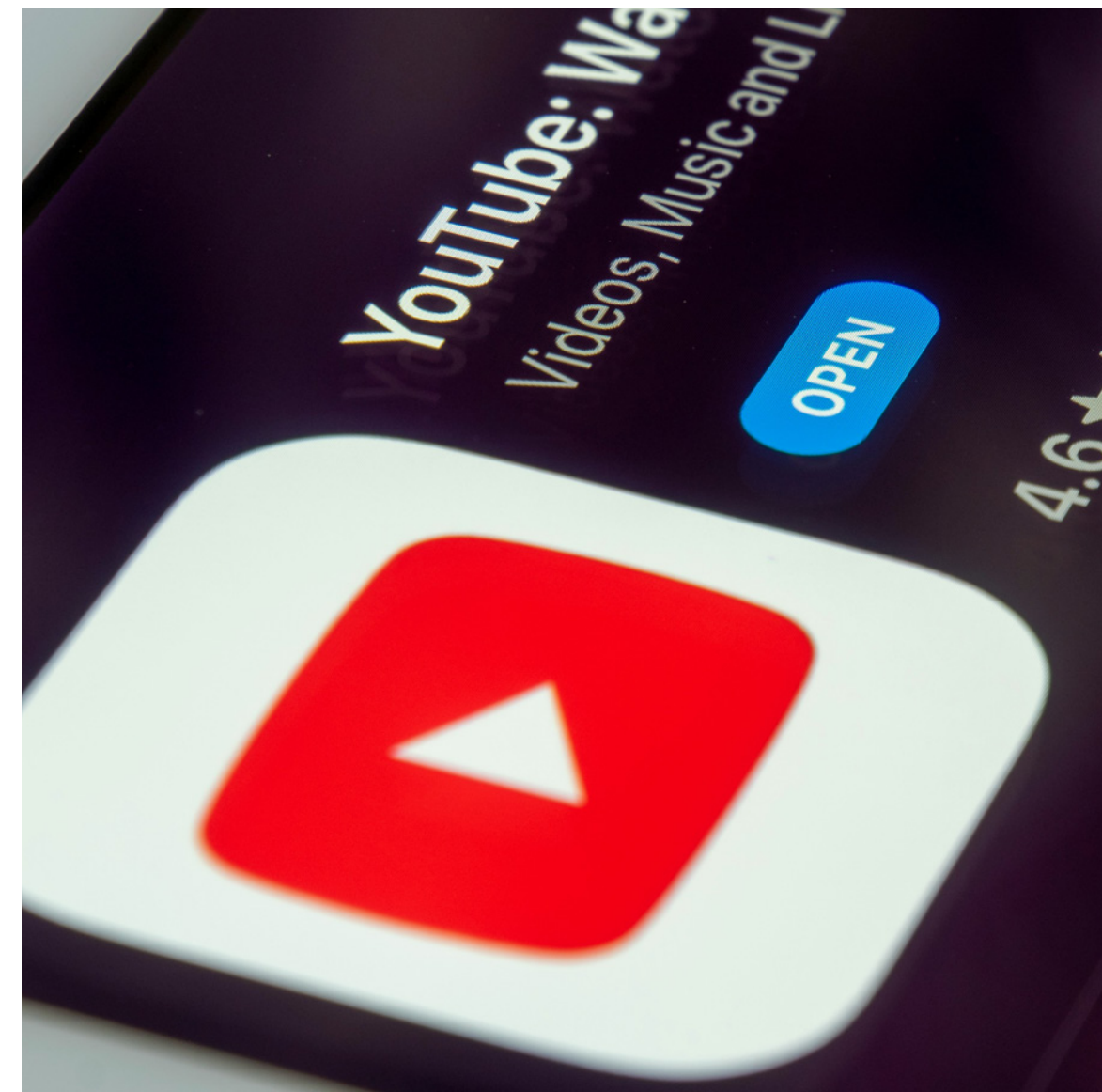
This imbalance has major implications for top brands as they look to build on their dominance by finding new space. For instance, it explains why Netflix signed a multimillion-dollar, *non-exclusive* deal for episodes from YouTube children's host Ms. Rachel. It also portends 'video podcasts' becoming the next big thing in content: it turns out that people will watch their favourite audio hosts sit and talk for hours – even as these same viewers may struggle to make it through a movie.

Creator centricity has brought new risks and rewards for brand advertisers on these platforms. Signing deals with creators for sponsored content can sometimes lift engagement dramatically. But this content can also sometimes fall flat with both viewers *and* the algorithm.

Top 10 Media and Entertainment brands
Average brand equity



Source: Kantar BrandZ, Top 10 Media & Entertainment Brands, 2026



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The era of total TV

The past decade has quietly reshaped TV. As smart TVs became the norm, the distinction between broadcast and streaming all but disappeared for viewers. Today, people simply watch TV. Broadcast still delivers scale, but streaming has become part of everyday behaviour. Kantar Media Reactions 2025 shows that 72% of people say they stream TV and video, compared with 65% for broadcast TV.

Audiences are not just migrating for convenience. They are following quality. Netflix and Disney+ lead globally for preferred content according to Media Reactions, while Amazon Prime's advertising stands out as particularly well received. As streaming platforms mature, their priorities are shifting. Growth is no longer enough. Netflix and Disney+ have introduced advertising and raised prices, and fast platforms like Tubi continue to gain momentum.

For marketers, this evolution brings complexity. Fragmentation makes reach harder to plan, and video investment decisions feel less straightforward than before. Yet this is not a story of replacement. It is one of rebalancing.

A net 26% of marketers globally plan to reduce broadcast TV investment in 2026, while a net 54% expect to increase spend on TV streaming. Investment is spreading across a broader video portfolio. TV brands, whether rooted in broadcast or streaming, now need to think and act as total video players, supporting advertisers in a world where viewers already have.

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AI changed the game – brands change the rules

In an AI-shaped world, gaming brands won't thrive by behaving like 'products' anymore. They need to behave like living systems, hence the winners will be the ones that distil signal into human truth. That's why Nintendo's durability comes from designing for shared joy and accessible identity: worlds people can enter together. PlayStation's brand power, by contrast, is reinforced by premium storytelling that turns game launches into cultural moments. In an attention economy, the brands that stay closest to human motivations – belonging, mastery, escapism, status – will create the most difference.

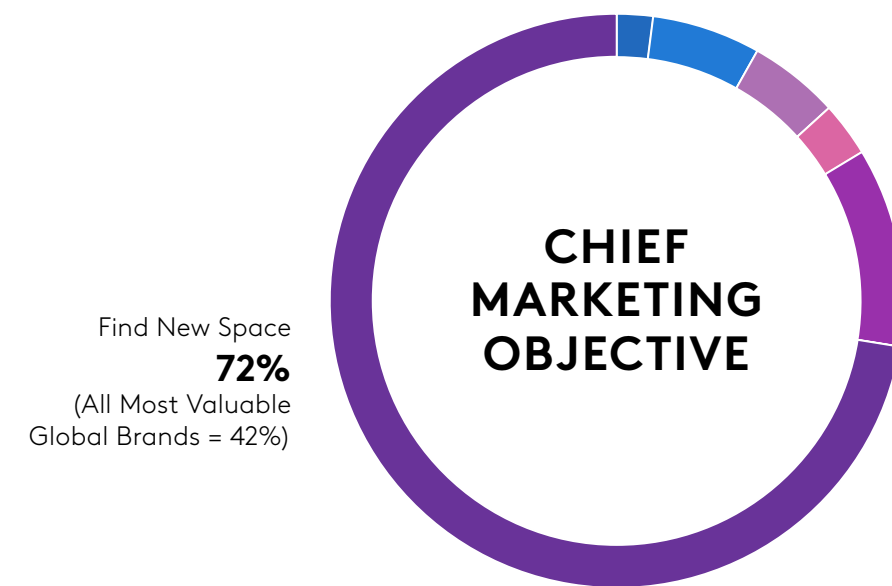
The next frontier isn't more content. It's better decisions – and the courage to say no. Xbox's leadership position will be sustained because the brand pairs ecosystem ambition with a clear stance against flooding the space with 'soulless AI slop'; alongside the decision to push for seamless play across devices. The brands that win will connect culture-sensing and content choices to enterprise outcomes, not just engagement spikes.

If you're a brand builder in a gaming business, audit your 'brand intelligence loop' by asking:

1. What signals actually predict fandom and retention?
2. Which bets drive measurable brand growth (not just short-term buzz)?
3. How do your brand actions ladder up to enterprise value?

The task ahead: Find New Space

% of Media & Entertainment Brand Value within each Objective



Source: Kantar BrandZ, Top 10 Media & Entertainment Brands; Most Valuable Global Brands 2024



If consumer consolidation is one big reason for the category's success this year, the other is AI. Brands' proprietary, machine learning-led 'discovery engines' have reshaped media creation and consumption. Looking ahead, Google, Meta, TikTok and the Chinese apps have begun to emphasise generative AI creation tools on their social platforms. The hope is that this will touch off a new boom of user-generated content on their, further boosting their appeal to marketers. Google, Douyin, Tencent, and the Meta brands might not have ChatGPT's first-mover advantage when it comes to advanced AI. But what they do have is a great track record in building tools and products that people truly love to use. So don't count them out in the race to build Meaningfully Different AI-driven experiences and brands.

Still, there are some risks. As synthetic content scales, might it become harder to signal originality and trust? Or has the meaning of these concepts changed for today's consumers? Brands should be on the lookout for leading answers to these questions.

Meanwhile, the big entertainment studios are themselves using generative AI for dubbing, editing, VFX, and early-stage scripting work. Some have also softened their stance towards the world's big AI platforms. Rather than issue blanket legal challenges, they might now choose to work with a selected, exclusive partner.

At the same time, more 'traditional' (long-form) entertainment brands have also gained new, less AI-driven routes to growth. Spotify has added a new Audiobooks+ pricing tier. Universal and Disney are rolling out new theme park extensions. Live TV remains a major audience lure, and ad-supported tiers (AVOD) continue to pay out handsomely for streamers.

And then there's Netflix, which continues to push into new spaces like sports, video podcasts, and short-form content. Its new in-app vertical video feed geared toward younger users – people whose 'first screens' have always been their mobile phones. One thing that's great about short-form video from a brand-building perspective is how it offers rapid, real-time personalisation. (By contrast, it takes longer for Netflix to learn your movie habits, because it takes you longer to watch movies.)

The rules are changing, in other words. Yes, building future momentum still runs through creating 'excess' Meaningfully Different value in the here and now. In the past, this might have meant spending billions on new content in the hope that something hit. These days, brands can use AI tools and intelligence to find new space in more more cost-effective (but still Meaningfully Different) ways.

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BRAND SPOTLIGHT



2026 BRAND VALUE

\$1,300,738 M

+55% vs 2025

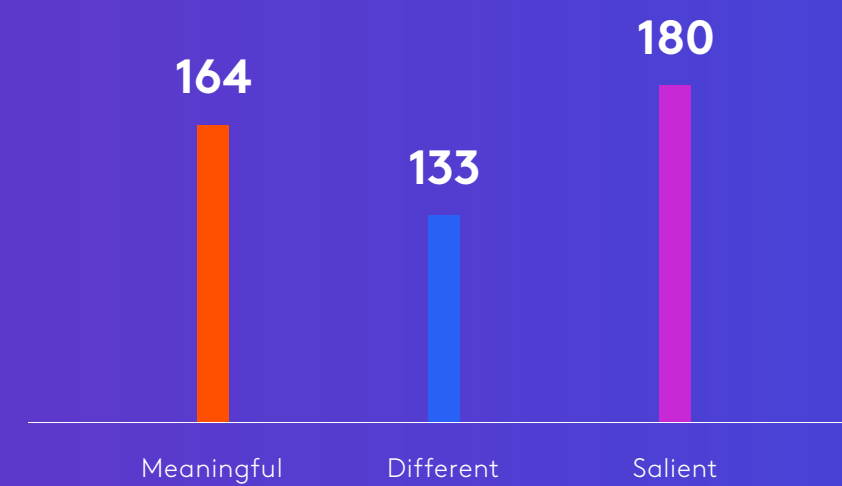
Finding new space for growth with AI

Founded in 1998, Google has built strong connections with users by helping them find relevant, useful information. More recently, Google has found new spaces for growth by evolving from a tool for finding links into an AI-powered platform that helps people make sense of the world's complexity.

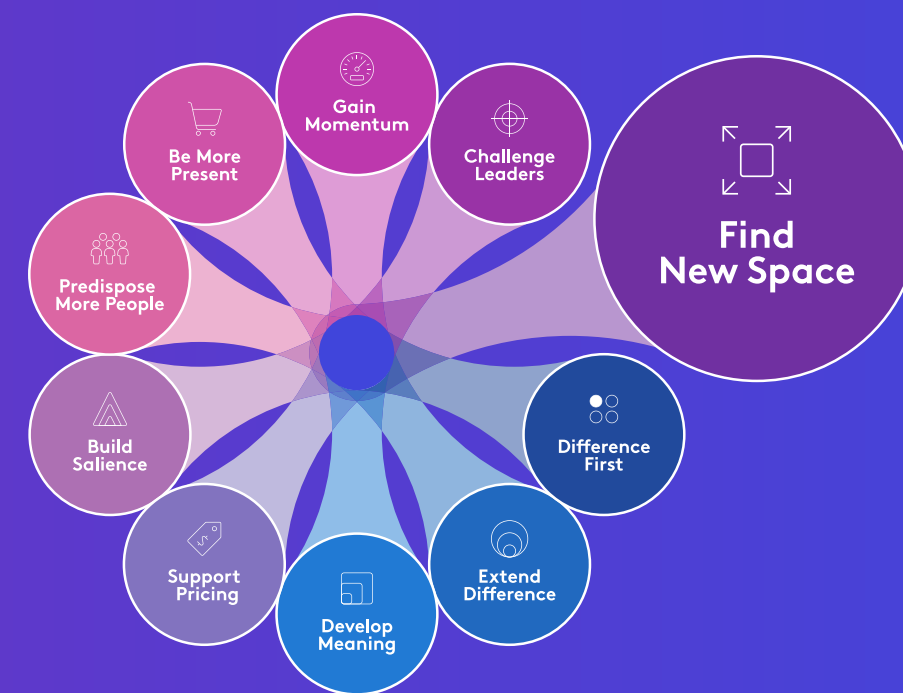
AI powered overviews, conversational search, and enhanced discovery enable more nuanced questions and clearer, faster answers. Crucially, rather than replacing Google Search, AI has expanded it, driving more queries and longer sessions (particularly for complex information needs).

By embedding these capabilities directly into its products, Google has reinforced its role as the default gateway to news and knowledge.

Global brand equity



Chief Marketing Objective, US



Source: Kantar BrandZ, Information News and Search, US, 2025

BRAND SPOTLIGHT



2026 BRAND VALUE

\$98,436 M

+30% vs 2025

A disruptive journey to growth

TikTok launched in China in 2016 (as Douyin) and quickly reshaped digital culture through AI-driven short-form video, attracting over a billion users with its hyper-personalised algorithmic feeds.

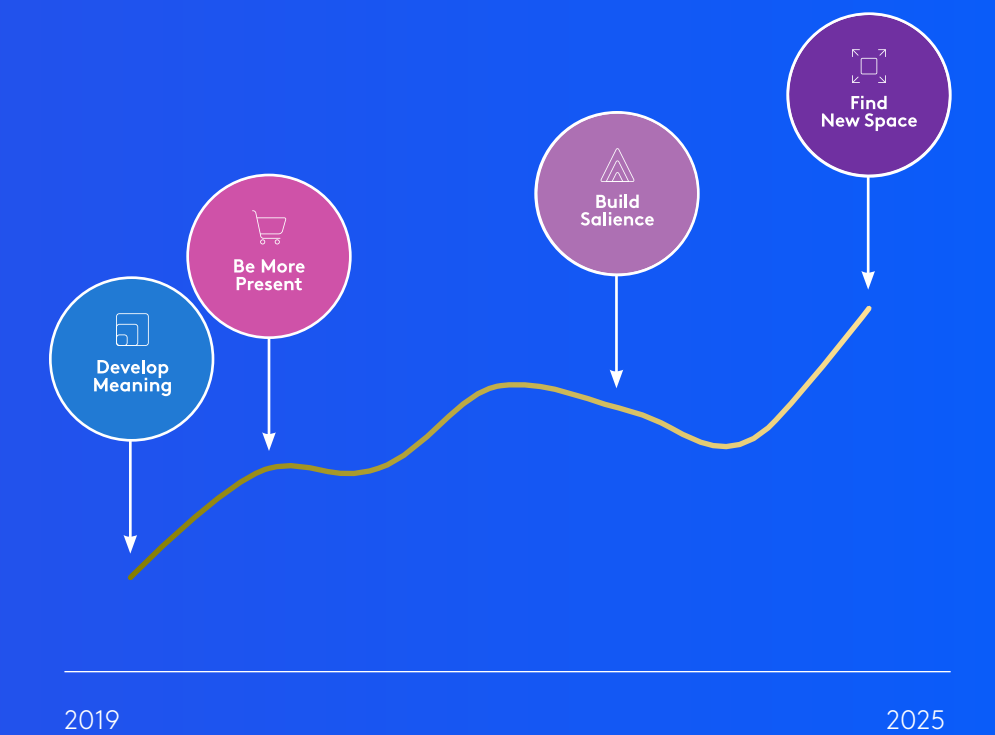
From the start, the brand has managed to stay ahead in a world of rising competition and contentious regulation. How? By continually strengthening its recommendation engine; introducing creative tools; adding live and interactive formats; and iterating its short-form experience to keep engagement high – even as new and imitative rivals have emerged.

At the same time, the brand has created new growth in commerce through TikTok Shop. This feature integrates product discovery and purchase directly within people's feeds – driving rapid growth via real-time, intelligent product-to-user matching.

TikTok Brand Value (US\$M)



Demand Power Index, China



Source: Kantar BrandZ, Douyin, Online Sharing & Networking Platforms, China, 2025

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BRANDS TO WATCH

今日头条

Founded in 2012, **Toutiao** is an AI-driven news and information platform that personalises content based on user behaviour. Its momentum comes from using AI to surface what people actually read and engage with, delivering highly relevant content that keeps users returning daily.



Source: Kantar BrandZ, Toutiao, China, Information News and Search, 2025

bilibili

Founded in 2009, **Bilibili** is a video entertainment platform built around creator-led content shaped by the niche interests of younger audiences. Its momentum comes from turning entertainment into a shared, participatory experience, with communities forming naturally around creators and formats (anime, music, 'fandoms', and hobbies). This community focus ultimately drives longer viewing time and repeat engagement.



Source: Kantar BrandZ, Bilibili, China, Video Entertainment, 2024



IMPLICATIONS

01

KNOW WHAT MAKES YOU MEANINGFULLY DIFFERENT

Success in media and entertainment involves manoeuvring around lots of big and powerful players. The right signal intelligence is crucial to identifying where your momentum is strongest – and where you can stretch to improve your standing relative to the field. Invest in content, experiences, and marketing that best reinforces your brand's positioning and deepens your connections with users.

02

USE AI TO PERSONALISE EXPERIENCES

AI is reshaping how people discover and enjoy entertainment. Media and entertainment brands should use it to make content easier to find, more relevant, and more intuitive to explore. However as synthetic content becomes common, trust will be a key differentiator. Brands need to be clear about how they use AI and careful to protect the authenticity that audiences value.