

Italy Digital Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2022-10-11 | 55 pages | MarketLine

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Report description:

Italy Digital Media Market Summary, Competitive Analysis and Forecast, 2017-2026

Summary

Digital Media in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The digital media market consists of revenues generated by legal downloads or streaming of media content, including music, video, and books.
- The Italian digital media market had total revenues of \$1,115.4 million in 2021, representing a compound annual growth rate (CAGR) of 29% between 2016 and 2021.
- The digital video segment generated the most revenue in 2021, with total revenues of \$799.2 million, equivalent to 71.6% of the market's overall value.
- Growth in this market over the last couple of years has largely been driven by the digital video segment. This segment of the market saw growth of 51.8% in 2020 and 2.8% in 2021. Digital music has also seen strong growth, surging by 22.6% in 2020 and 38.3% in 2021.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital media market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital media market in

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Italy

- Leading company profiles reveal details of key digital media market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy digital media market with five year forecasts

Reasons to Buy

- What was the size of the Italy digital media market by value in 2021?
- What will be the size of the Italy digital media market in 2026?
- What factors are affecting the strength of competition in the Italy digital media market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's digital media market?

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