

Brazil Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

Industry Report | 2022-11-17 | 31 pages | MarketLine

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Report description:

Brazil Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

Summary

Broadcasting & Cable TV in Brazil 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 broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.
- The Brazilian broadcasting and cable TV market had total revenues of \$7.0 billion in 2021, representing a compound annual growth rate (CAGR) of -4.1% between 2016 and 2021.
- The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$5.0 billion, equivalent to 70.7% of the market's overall value.
- As this market has matured in recent years, it has begun to come under threat from subscription video on demand (SoVD) services.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in Brazil

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in Brazil
- Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive Landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What strategies do the leading players follow?

7.3. Have there been any challengers/disruptors in the market?

8 Company Profiles

8.1. Globo Comunicacao e Participacoes S.A.

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9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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