

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

Industry Report | 2022-11-17 | 32 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

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

Summary

Broadcasting & Cable TV in China industry profile provides top-line qualitative and quantitative summary information including: 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 Chinese broadcasting and cable TV market had total revenues of \$65.9 billion in 2021, representing a compound annual growth rate (CAGR) of 6.4% between 2016 and 2021.
- The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$36.4 billion, equivalent to 55.2% of the market's overall value.
- Advertising revenue continues to be the dominant source of income for Chinese broadcasters and cable TV operators.

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 China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

market in China

- 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 China broadcasting & cable tv market with five year forecasts

Reasons to Buy

- What was the size of the China broadcasting & cable tv market by value in 2021?
- What will be the size of the China broadcasting & cable tv market in 2026?
- What factors are affecting the strength of competition in the China broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up China'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. China Central Television

8.2. Shanghai Media Group

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Industry Report | 2022-11-17 | 32 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com
www.scotts-international.com