

## **Australia Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026**

Industry Report | 2022-11-17 | 35 pages | MarketLine

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### **Report description:**

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

#### Summary

Broadcasting & Cable TV in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Australian broadcasting and cable TV market had total revenues of \$5.5 billion in 2021, representing a compound annual growth rate (CAGR) of -2% between 2016 and 2021.
- The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$3.3 billion, equivalent to 60.1% of the market's overall value.
- The decline in value seen in this market in recent years is largely the result of the growing competition from subscription video on demand (SoVD) services

#### Scope

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

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in Australia
- 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 Australia broadcasting & cable tv market with five year forecasts by both value and volume

#### Reasons to Buy

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

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- 8.2. Foxtel Group
- 8.3. Special Broadcasting Service Corp
- 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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