

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

Industry Report | 2022-11-17 | 33 pages | MarketLine

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### **Report description:**

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

#### Summary

Broadcasting & Cable TV in Turkey 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 Turkish broadcasting and cable TV market had total revenues of \$0.6 billion in 2021, representing a compound annual growth rate (CAGR) of 1.3% between 2016 and 2021.
- The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$0.4 billion, equivalent to 66.6% of the market's overall value.
- The Turkish market is highly saturated, boasting one of the world's highest average viewing figures and is also the second largest distributor of global television content, finding large audiences in Russia, China, Korea, and Latin America.

#### 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 Turkey

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

#### Reasons to Buy

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

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