

## **Media Market Summary, Competitive Analysis and Forecast, 2017-2026 (Global Almanac)**

Industry Report | 2023-03-01 | 723 pages | MarketLine

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### **Report description:**

Media Market Summary, Competitive Analysis and Forecast, 2017-2026 (Global Almanac)

#### Summary

Global Media industry profile provides top-line qualitative and quantitative summary information including: industry 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 industry.

#### Key Highlights

- The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services.
- The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.
- The market is valued as the revenues generated by broadcasters through subscriptions, or public funds (either through TV licenses, general taxation, or donations), but does not include revenues generated through advertising.
- The publishing market consists of books, newspapers and magazines segments.
- The book publishing segment includes publishers of academic, professional, general and other (fictions, non-fiction etc.) books. The market value of this segment refers to the domestic B2C sales of books only at the retail sales price (RSP).
- The newspaper segment is valued as the sum of all revenues gained from the sale of newspapers including those gained through circulation, subscription (inc. online subscription), but excluding advertising revenues.
- The magazine segment value is calculated as the revenues generated by publishers from B2C sales of copies of their products

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and does not include advertising revenues.

- The movies & entertainment market consists of revenues from both: producers and distributors of entertainment formats, such as movies and music.
- The movie box office segment is valued as the revenues received by box offices from total annual admissions.
- The music & video segment covers retail sales of pre-recorded music singles, CDs, VCDs, DVDs and Blue-Ray disks, and paid downloadable music and video.
- All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2021 annual average exchange rates.
- The global media industry had total revenues of \$1,214.3 billion in 2021, representing a compound annual growth rate (CAGR) of 1.2% between 2016 and 2021.
- The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$695.7 billion, equivalent to 57.3% of the industry's overall value.
- Social media continues to grow, with 53.3% of all people globally and 93% of internet users using social media every month.

## Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global media industry
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global media industry
- Leading company profiles reveal details of key media industry players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the global media industry with five year forecasts

## Reasons to Buy

- What was the size of the global media industry by value in 2021?
- What will be the size of the global media industry in 2026?
- What factors are affecting the strength of competition in the global media industry?
- How has the industry performed over the last five years?
- What are the main segments that make up the global media industry?

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