

## **China Media Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-02-02 | 51 pages | MarketLine

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### **Report description:**

China Media Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Media in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Chinese media industry had total revenues of \$203.7 billion in 2021, representing a compound annual growth rate (CAGR) of 5.9% between 2016 and 2021.
- The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$111.6 billion, equivalent to 54.8% of the industry's overall value.
- The increased footfall in movie theatres boosted the previously plunged sales in the box office, with revenues in this segment of the Chinese market up by 285.7% in 2021.

#### Scope

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

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## Reasons to Buy

- What was the size of the China media market by value in 2022?
- What will be the size of the China media market in 2027?
- What factors are affecting the strength of competition in the China media market?
- How has the market performed over the last five years?
- How large is China's media market in relation to its regional counterparts?

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