

Italy Media Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-02-02 | 67 pages | MarketLine

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Report description:

Italy Media Market Summary, Competitive Analysis and Forecast to 2027

Summary

Media in Italy 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 Italian media industry had total revenues of \$17.0 billion in 2021, representing a compound annual growth rate (CAGR) of -1.7% between 2016 and 2021.
- The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$6.5 billion, equivalent to 38% of the industry's overall value.
- In 2021, print book production has continued to increase, with 85,551 new titles released in 2021, up 22.9% compared to the previous year.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Italy
- 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 Italy media market with five year

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forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy media market by value in 2022?
- What will be the size of the Italy media market in 2027?
- What factors are affecting the strength of competition in the Italy media market?
- How has the market performed over the last five years?
- What are the main segments that make up Italy's media market?

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