

Spain Media Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-02-02 | 66 pages | MarketLine

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Report description:

Spain Media Market Summary, Competitive Analysis and Forecast to 2027

Summary

Media in Spain industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 Spanish media industry had total revenues of \$24.1 billion in 2021, representing a compound annual growth rate (CAGR) of -0.2% between 2016 and 2021.
- The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$15.1 billion, equivalent to 62.6% of the industry's overall value.
- Subscription video on demand (SVoD) services have also become increasingly popular in Spain in recent years. In 2021 alone, SVoD subscriptions in the country rose by 62%, benefiting from a surge in demand during the pandemic.

Scope

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

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Reasons to Buy

- What was the size of the Spain media market by value in 2022?
- What will be the size of the Spain media market in 2027?
- What factors are affecting the strength of competition in the Spain media market?
- How has the market performed over the last five years?
- Who are the top competitors in Spain's media 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. How is technology being used in the leading players' strategies?
 - 7.3. Which companies offer substitutes to the main industry?
 - 7.4. How has COVID-19 affected this industry's segments in 2020?
- 8 Company Profiles
 - 8.1. Dentsu Group Inc.
 - 8.2. Atresmedia Corporacion de Medios de Comunicacion SA
 - 8.3. Promotora de Informaciones SA
 - 8.4. Havas Media
 - 8.5. MFE-MediaForEurope N.V.

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- 8.6. The Walt Disney Company
- 8.7. Vocento SA
- 8.8. Comcast Corporation
- 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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