

## **North America (NAFTA) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-09-25 | 97 pages | MarketLine

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### **Report description:**

North America (NAFTA) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

The NAFTA Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, 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 North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The broadcasting & cable tv industry within the NAFTA countries had a total market value of \$171.6 billion in 2022. The Canada was the fastest growing country, with a CAGR of -2% over the 2018-22 period.
- Within the broadcasting & cable tv industry, the US is the leading country among the NAFTA bloc, with market revenues of \$157.4 billion in 2022. This was followed by Canada and Mexico, with a value of \$8.6 and \$5.7 billion, respectively.
- The US is expected to lead the broadcasting & cable tv industry in the NAFTA bloc, with a value of \$137.1 billion in 2027, followed by Canada and Mexico with expected values of \$8.6 and \$5.8 billion, respectively.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA broadcasting & cable tv market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA broadcasting &

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## cable tv market

- Leading company profiles reveal details of key broadcasting & cable tv market players' NAFTA operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA broadcasting & cable tv market with five year forecasts
- Compares data from the US, Canada and Mexico, alongside individual chapters on each country

## Reasons to Buy

- What was the size of the NAFTA broadcasting & cable tv market by value in 2022?
- What will be the size of the NAFTA broadcasting & cable tv market in 2027?
- What factors are affecting the strength of competition in the NAFTA broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up the NAFTA broadcasting & cable tv market?

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