

Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

Industry Report | 2023-09-25 | 360 pages | MarketLine

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Report description:

Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

Summary

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: 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 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 advertising, subscriptions, or public funds (either through TV licenses, general taxation, or donations).
- 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 2022 annual average exchange rates.
- The global broadcasting & cable TV market had total revenues of \$443.5 billion in 2022, representing a negative compound annual growth rate (CAGR) of 1.8% between 2017 and 2022.
- The TV subscriptions segment accounted for the market's largest proportion in 2022, with total revenues of \$207.0 billion, equivalent to 46.7% of the market's overall value.
- In the global broadcasting & cable TV market, North America and Asia-Pacific are the largest regions, accounting for a share of 38.7% and 33.7%, respectively, followed by Europe (22.5%) in 2022.

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Scope

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

Reasons to Buy

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

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