

## **United States (US) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027**

Industry Report | 2023-09-08 | 44 pages | MarketLine

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### **Report description:**

United States (US) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

#### Summary

Broadcasting & Cable TV in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, 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 broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.
- The US broadcasting & cable TV market had total revenues of \$157.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.
- The TV subscriptions segment accounted for market's the largest proportion in 2022, with total revenues of \$88.5 billion, equivalent to 56.2% of the market's overall value.
- High competition from subscription video-on-demand (SVoD) services contributed to the decline in broadcasting & cable TV. According to GlobalData in 2022, SVoD penetration surged to reach 260% from 240% in 2021.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in the United States

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in the United States
- 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 United States broadcasting & cable tv market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the United States broadcasting & cable tv market by value in 2022?
- What will be the size of the United States broadcasting & cable tv market in 2027?
- What factors are affecting the strength of competition in the United States broadcasting & cable tv market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States's broadcasting & cable tv market?

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