

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

Industry Report | 2023-09-08 | 34 pages | MarketLine

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Report description:

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

Summary

Broadcasting & Cable TV in South Korea 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 South Korean broadcasting & cable TV market had total revenues of \$14.8 billion in 2022, representing a compound annual growth rate (CAGR) of 1.4% between 2017 and 2022.
- The TV subscriptions segment accounted for the market's largest proportion in 2022, with total revenues of \$5.6 billion, equivalent to 37.4% of the market's overall value.
- South Korea accounted for a significant share of 9.9% in the Asia-Pacific broadcasting & cable TV market in 2022.

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 South Korea
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

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market in South Korea

- 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 South Korea broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

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