

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

Industry Report | 2023-09-08 | 35 pages | MarketLine

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Report description:

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

Summary

Broadcasting & Cable TV in Australia 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 Australian broadcasting & cable TV market had total revenues of \$5.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 1% between 2017 and 2022.
- The TV advertising segment accounted for market's the largest proportion in 2022, with total revenues of \$3.0 billion, equivalent to 54.9% of the market's overall value.
- Australia accounted for a small share of 3.6% in the Asia-Pacific broadcasting & cable TV market in 2022. The demand for broadcasting & cable TV in the country is attributed to economic growth, the growing population, rising consumer disposable income and expenditure, a growing demand for high-quality content and broadcasting services, and a growing need for information and entertainment.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, and leading players in the broadcasting & cable tv market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in Australia
- 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 Australia broadcasting & cable tv market with five year forecasts by both value and volume

Reasons to Buy

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

7.3. What are the strengths of the leading players?

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8 Company Profiles

8.1. Foxtel Group

8.2. Special Broadcasting Service Corp

8.3. Australian Broadcasting Corp

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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