

Australia Media Market Summary and Forecast

Industry Report | 2023-12-29 | 50 pages | MarketLine

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Report description:

Australia Media Market Summary and Forecast

Summary

Media in Australia 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 media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.
- The Australian media industry had total revenues of \$23.8 billion in 2022, representing a compound annual growth rate (CAGR) of 0.6% between 2017 and 2022.
- The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$13.4 billion, equivalent to 56.1% of the industry's overall value.
- Australia accounted for a small share of 4.6% in the Asia-Pacific media industry in 2022.

Scope

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

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Reasons to Buy

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

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