

## **Italy Digital Media Market Summary and Forecast**

Industry Report | 2023-12-29 | 52 pages | MarketLine

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### **Report description:**

Italy Digital Media Market Summary and Forecast

#### Summary

Digital Media in Italy 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 digital media market is segmented into digital music, digital video, and digital books.
- The Italian Digital Media market had total revenues of \$1,623.3 million in 2022, representing a compound annual growth rate (CAGR) of 32.9% between 2017 and 2022.
- The digital video segment accounted for the market's largest proportion in 2022, with total revenues of \$1,281.7 million, equivalent to 79% of the market's overall value.
- Italy accounted for a 0.8% share of the digital media market in the European region.

#### Scope

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

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year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Italy digital media market by value in 2022?
- What will be the size of the Italy digital media market in 2027?
- What factors are affecting the strength of competition in the Italy digital media market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's digital media market?

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