

Asia-Pacific Media Market Summary and Forecast

Industry Report | 2023-12-29 | 48 pages | MarketLine

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Report description:

Asia-Pacific Media Market Summary and Forecast

Summary

Media in Asia-Pacific 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 Asia-Pacific media industry had total revenues of \$512.9 billion in 2022, representing a compound annual growth rate (CAGR) of 1% between 2017 and 2022.
- The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$223.9 billion, equivalent to 43.7% of the industry's overall value.
- China accounted for the largest share of 44.1% 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 Asia-Pacific
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Asia-Pacific
- 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 Asia-Pacific media market with five

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year forecasts

Reasons to Buy

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

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