

## **Broadcasting & Cable TV in China**

Industry Report | 2024-07-12 | 39 pages | MarketLine

### **AVAILABLE LICENSES:**

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

### **Report description:**

Broadcasting & Cable TV in China

#### Summary

Broadcasting & Cable TV in China industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.
- The Chinese broadcasting & cable TV market recorded revenues of \$65.8 billion in 2023, representing a compound annual growth rate (CAGR) of 3.5% between 2018 and 2023.
- The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$37.8 billion, equivalent to 57.4% of the market's overall value.
- According to GlobalData, in 2023, China holding a share of 43.7%, was the largest broadcasting & cable TV market in Asia-Pacific. The dominant position of the country is attributed to its large population and therefore higher penetration of TV sets and cable connections.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the broadcasting & cable tv market in China
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

market in China

- 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 China broadcasting & cable tv market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the China broadcasting & cable tv market by value in 2023?
- What will be the size of the China broadcasting & cable tv market in 2028?
- What factors are affecting the strength of competition in the China broadcasting & cable tv market?
- How has the market performed over the last five years?
- Who are the top competitors in China'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 key market players?

##### 7.2. What strategies do the key market players follow?

##### 7.3. What are the most recent developments in the market?

#### 8 Company Profiles

##### 8.1. China Central Television

##### 8.2. Hunan Mgtv.com Interactive Entertainment Media Co Ltd

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

8.3. Jiangsu Broadcasting Cable Information Network Corp Ltd

8.4. Shanghai Media Group

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

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Broadcasting & Cable TV in China

Industry Report | 2024-07-12 | 39 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-25"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com