

Broadcasting & Cable TV in Germany

Industry Report | 2024-07-12 | 42 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 Germany

Summary

Broadcasting & Cable TV in Germany industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 German broadcasting & cable TV market recorded revenues of \$22.7 billion in 2023, representing a negative compound annual growth rate (CAGR) of 1.9% between 2018 and 2023.
- The TV license or public funds segment accounted for the market's largest proportion in 2023, with total revenues of \$9.1 billion, equivalent to 40.4% of the market's overall value.
- The contraction of the German broadcasting & cable TV market during 2018-23 is attributed to the shift in consumer preference towards over-the-top (OTT) streaming services such as Netflix. According to GlobalData, in 2023, Germany recorded 5.0 million net additions to its subscription video-on-demand (SVoD) accounts.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in Germany
- 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

www.scotts-international.com

market in Germany

- 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 Germany broadcasting & cable tv market with five year forecasts

Reasons to Buy

- What was the size of the Germany broadcasting & cable tv market by value in 2023?
- What will be the size of the Germany broadcasting & cable tv market in 2028?
- What factors are affecting the strength of competition in the Germany broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up Germany'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. Zweites Deutsches Fernsehen
- 8.2. RTL Group SA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

8.3. ProSiebenSat.1 Media SE

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

www.scotts-international.com

Broadcasting & Cable TV in Germany

Industry Report | 2024-07-12 | 42 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="2025-05-04"/>
		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