

## **Broadcasting & Cable TV in Indonesia**

Industry Report | 2024-07-12 | 38 pages | MarketLine

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### **Report description:**

Broadcasting & Cable TV in Indonesia

#### Summary

Broadcasting & Cable TV in Indonesia 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 Indonesian broadcasting & cable TV market recorded revenues of \$14.7 billion in 2023, representing a compound annual growth rate (CAGR) of 4.0% between 2018 and 2023.
- The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$12.7 billion, equivalent to 86.3% of the market's overall value.
- In 2023, the revenue of the Indonesian broadcasting & cable TV market witnessed an annual growth of 5.1% due to the rise in Pay TV subscriptions. According to GlobalData, in 2023, the total Pay TV subscriptions in Indonesia reached 25.6 million.

#### 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 Indonesia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in Indonesia

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- 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 Indonesia broadcasting & cable tv market with five year forecasts

#### Reasons to Buy

- What was the size of the Indonesia broadcasting & cable tv market by value in 2023?
- What will be the size of the Indonesia broadcasting & cable tv market in 2028?
- What factors are affecting the strength of competition in the Indonesia broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up Indonesia's broadcasting & cable tv market?

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