

## **Broadcasting & Cable TV in Japan**

Industry Report | 2024-07-12 | 43 pages | MarketLine

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### **Report description:**

Broadcasting & Cable TV in Japan

#### Summary

Broadcasting & Cable TV in Japan 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 Japanese broadcasting & cable TV market recorded revenues of \$28.1 billion in 2023, representing a negative compound annual growth rate (CAGR) of 4.7% between 2018 and 2023.
- The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$18.0 billion, equivalent to 64.1% of the market's overall value.
- In 2023, the revenue of the Japanese broadcasting & cable TV market witnessed an annual contraction of 5.0% due to the increased competition from social media, video games, and user-generated content platforms such as YouTube, which diverted attention from traditional TV.

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

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market in Japan

- 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 Japan broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

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