

Broadcasting & Cable TV in South Africa

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

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Report description:

Broadcasting & Cable TV in South Africa

Summary

Broadcasting & Cable TV in South Africa 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 South African broadcasting & cable TV market recorded revenues of \$1.9 billion in 2023, representing a negative compound annual growth rate (CAGR) of 4.6% between 2018 and 2023.
- The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$1 billion, equivalent to 53.4% of the market's overall value.
- The contraction of the South African broadcasting & cable TV market during 2018-23 is attributed to the widespread internet access and the proliferation of smart TVs making it easier for viewers to consume content online, reducing dependence on cable and satellite 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 South Africa
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

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market in South Africa

- 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 South Africa broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

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