

Broadcasting & Cable TV in Spain

Industry Report | 2024-07-12 | 41 pages | MarketLine

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Report description:

Broadcasting & Cable TV in Spain

Summary

Broadcasting & Cable TV in Spain 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 Spanish broadcasting & cable TV market recorded revenues of \$7.9 billion in 2023, representing a negative compound annual growth rate (CAGR) of 5.1% between 2018 and 2023.
- The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$4.1 billion, equivalent to 52.5% of the market's overall value.
- In 2023, the revenue of the Spanish broadcasting & cable TV market witnessed an annual growth of 1.5%, mainly driven by the rise in TV License or Public funds and a substantial growth in Pay TV subscriptions. According to GlobalData, in 2023, the total Pay TV subscriptions in Spain reached 7.4 million, up 5.7% over 2022.

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

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market in Spain

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

Reasons to Buy

- What was the size of the Spain broadcasting & cable tv market by value in 2023?
- What will be the size of the Spain broadcasting & cable tv market in 2028?
- What factors are affecting the strength of competition in the Spain broadcasting & cable tv market?
- How has the market performed over the last five years?
- Who are the top competitors in Spain'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. Mediaset Espana Comunicacion SA

8.2. Atresmedia Corporacion de Medios de Comunicacion SA

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- 8.3. RTL Group SA
- 8.4. Corporacion Radio Television Espanola SA
- 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

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