

## **Broadcasting & Cable TV in Turkey**

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

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### **Report description:**

Broadcasting & Cable TV in Turkey

#### Summary

Broadcasting & Cable TV in Turkey 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 Turkish broadcasting & cable TV market recorded revenues of \$0.6 billion in 2023, representing a negative compound annual growth rate (CAGR) of 19.7% between 2018 and 2023.
- The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$283.4 million, equivalent to 46.1% of the market's overall value.
- In 2023, the revenue of the Turkish broadcasting & cable TV market witnessed an annual contraction of 3.0% 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 Turkey
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

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market in Turkey

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

#### Reasons to Buy

- What was the size of the Turkey broadcasting & cable tv market by value in 2023?
- What will be the size of the Turkey broadcasting & cable tv market in 2028?
- What factors are affecting the strength of competition in the Turkey broadcasting & cable tv market?
- How has the market performed over the last five years?
- Who are the top competitors in Turkey'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 are the strengths of the leading players?
- 7.3. What are the most recent developments in the market?

##### 8 Company Profiles

- 8.1. Dogan Sirketler Grubu Holding A.S.
- 8.2. Digiturk

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8.3. Turkish Radio and Television Corporation

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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