

**Digital Media in Australia**

Industry Report | 2024-06-21 | 49 pages | MarketLine

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**Report description:**

Digital Media in Australia

Summary

Digital Media in Australia 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**

- Digital media market is segmented into digital music, digital video, and digital books. The market value refers to the revenue generated by market players in a specific year.
- The Australian digital media market recorded revenues of \$11,517 million in 2023, representing a compound annual growth rate (CAGR) of 21.9% between 2018 and 2023.
- The digital video segment accounted for the market's largest proportion in 2023, with total revenues of \$10,437.3 million, equivalent to 90.6% of the market's overall value.
- Australia accounted for a 5.0% share of the global digital media market in 2023.

**Scope**

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the digital media market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital media market in Australia
- Leading company profiles reveal details of key digital media market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Australia digital media market with five year forecasts by both value and volume

## Reasons to Buy

- What was the size of the Australia digital media market by value in 2023?
- What will be the size of the Australia digital media market in 2028?
- What factors are affecting the strength of competition in the Australia digital media market?
- How has the market performed over the last five years?
- Who are the top competitors in Australia's digital media market?

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