

Broadcasting & Cable TV Global Industry Guide 2019-2028

Industry Report | 2024-07-20 | 491 pages | MarketLine

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Report description:

Broadcasting & Cable TV Global Industry Guide 2019-2028

Summary

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value, 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 market is segmented into TV advertising, TV license or public funds, and TV subscriptions.
- All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.
- The global broadcasting & cable TV market recorded revenues of \$433.4 billion in 2023, representing a negative compound annual growth rate (CAGR) of 3.9% between 2018 and 2023.
- The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$200.4 billion, equivalent to 46.2% of the market's overall value.
- The contraction of the market during 2018-23 is attributed to the shift in consumer preference towards over-the-top (OTT) streaming services. According to GlobalData, in 2023, the US, Japan, and Germany recorded 36.9 million, 5.3 million, and 5.0 million, respectively, of net additions to their subscription video-on-demand (SVoD) accounts.

Scope

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- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global broadcasting & cable tv market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global broadcasting & cable tv market
- 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 global broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

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