

## **Broadcasting & Cable TV North America (NAFTA) Industry Guide 2019-2028**

Industry Report | 2024-07-20 | 278 pages | MarketLine

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### **Report description:**

Broadcasting & Cable TV North America (NAFTA) Industry Guide 2019-2028

#### Summary

The NAFTA 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

- The North American Free Trade Agreement (NAFTA) is a trade agreement between the countries in North America: the US, Canada and Mexico. The broadcasting & cable tv industry within the NAFTA countries had a total market value of \$160.6 billion in 2023. The Mexico was the fastest growing country, with a CAGR of -1.9% over the 2019-23 period.
- Within the broadcasting & cable tv industry, the US is the leading country among the NAFTA bloc, with market revenues of \$146.3 billion in 2023. This was followed by Canada and Mexico, with a value of \$8.5 and \$5.8 billion, respectively.
- The US is expected to lead the broadcasting & cable tv industry in the NAFTA bloc, with a value of \$133.8 billion in 2028, followed by Canada and Mexico with expected values of \$8.8 and \$6.6 billion, respectively.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA broadcasting & cable tv market
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA broadcasting & cable tv market
- Leading company profiles reveal details of key broadcasting & cable tv market players' NAFTA operations and financial

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performance

- Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA broadcasting & cable tv market with five year forecasts
- Compares data from the US, Canada and Mexico, alongside individual chapters on each country

Reasons to Buy

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

## **Table of Contents:**

### Table of Contents

#### 1 Introduction

- 1.1. What is this report about?
- 1.2. Who is the target reader?
- 1.3. How to use this report
- 1.4. Definitions

#### 2 NAFTA Broadcasting & Cable TV

##### 2.1. Industry Outlook

#### 3 Broadcasting & Cable TV in Canada

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

#### 4 Macroeconomic Indicators

##### 4.1. Country data

#### 5 Broadcasting & Cable TV in Mexico

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

#### 6 Macroeconomic Indicators

##### 6.1. Country data

#### 7 Broadcasting & Cable TV in The United States

- 7.1. Market Overview
- 7.2. Market Data
- 7.3. Market Segmentation
- 7.4. Market outlook
- 7.5. Five forces analysis

#### 8 Macroeconomic Indicators

##### 8.1. Country data

#### 9 Company Profiles

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- 9.3. RTL Group SA
- 9.4. Paramount Global Inc
- 9.5. Zee Entertainment Enterprises Limited
- 9.6. Nippon Television Holdings Inc
- 9.7. Munhwa Broadcasting Corporation
- 9.8. Sky Limited
- 9.9. MFE-MediaForEurope N.V.
- 9.10. Television Francaise 1 SA
- 9.11. Vivendi S.A.
- 9.12. Metropole Television SA
- 9.13. France Televisions SA
- 9.14. Zweites Deutsches Fernsehen
- 9.15. ProSiebenSat.1 Media SE
- 9.16. Australian Broadcasting Corp
- 9.17. Foxtel Group
- 9.18. Southern Cross Media Group Ltd
- 9.19. Special Broadcasting Service Corp
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- 9.27. Prasar Bharati
- 9.28. Sun TV Network Ltd
- 9.29. TV18 Broadcast Ltd
- 9.30. PT. Global Mediacom Tbk
- 9.31. PT Elang Mahkota Teknologi Tbk
- 9.32. RAI Radiotelevisione Italiana SpA
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- 9.34. Fuji Media Holdings Inc
- 9.35. TBS Holdings Inc
- 9.36. Grupo Televisa S.A.B.
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- 9.38. Grupo Multimedios, S.A DE C.V.
- 9.39. Nederlandse Publieke Omroep
- 9.40. Viaplay Group AB
- 9.41. AT&T Inc
- 9.42. JSC Gazprom Media Holding
- 9.43. Tricolor TV
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- 9.54. StarSat
- 9.55. Seoul Broadcasting System
- 9.56. Korean Broadcasting System
- 9.57. Mediaset Espana Comunicacion SA
- 9.58. Atresmedia Corporacion de Medios de Comunicacion SA
- 9.59. Corporacion Radio Television Espanola SA
- 9.60. Dogan Sirketler Grubu Holding A.S.
- 9.61. Digiturk
- 9.62. Turkish Radio and Television Corporation
- 9.63. BT Group plc
- 9.64. British Broadcasting Corporation
- 9.65. ITV plc
- 10 Appendix
- 10.1. Methodology
- 10.2. About MarketLine

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