

Media North America (NAFTA) Industry Guide 2019-2028

Industry Report | 2024-09-20 | 250 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$795.00
- Site License (PDF) \$1192.00
- Enterprisewide license (PDF) \$1590.00

Report description:

Media North America (NAFTA) Industry Guide 2019-2028

Summary

The NAFTA Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value and volume , and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

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 media industry within the NAFTA countries had a total market value of \$562.8 billion in 2023. The Mexico was the fastest growing country, with a CAGR of 0.4% over the 2019-23 period.
- Within the media industry, the US is the leading country among the NAFTA bloc, with market revenues of \$520.5 billion in 2023. This was followed by Canada and Mexico, with a value of \$27.8 and \$14.5 billion, respectively.
- The US is expected to lead the media industry in the NAFTA bloc, with a value of \$598.5 billion in 2028, followed by Canada and Mexico with expected values of \$33.5 and \$21.3 billion, respectively.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the NAFTA media industry
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the NAFTA media industry
- Leading company profiles reveal details of key media industry players' NAFTA operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the NAFTA media industry with five

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

year forecasts by both value and volume

- Compares data from the US, Canada and Mexico, alongside individual chapters on each country

Reasons to Buy

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

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 Media

2.1. Industry Outlook

3 Media 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 Media 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 Media 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

- 9.1. The Interpublic Group of Companies, Inc.
- 9.2. AT&T Inc

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 9.3. Bertelsmann SE & Co. KGaA
- 9.4. The Walt Disney Company
- 9.5. China Central Television
- 9.6. Penguin Random House LLC
- 9.7. Publicis Groupe SA
- 9.8. BT Group plc
- 9.9. Vivendi S.A.
- 9.10. Lagardere SA
- 9.11. Zweites Deutsches Fernsehen
- 9.12. WPP Plc
- 9.13. Australian Broadcasting Corp
- 9.14. Village Roadshow Ltd
- 9.15. News Corporation - bTV
- 9.16. Globo Comunicacao e Participacoes S.A.
- 9.17. Grupo Folha
- 9.18. Dentsu Group Inc.
- 9.19. BCE Inc.
- 9.20. Tencent Holdings Ltd
- 9.21. iQIYI Inc
- 9.22. Bilibili Inc
- 9.23. Zee Entertainment Enterprises Ltd
- 9.24. Disney Entertainment (India) Pvt Ltd
- 9.25. Sun TV Network Ltd
- 9.26. Network 18 Media & Investments Ltd
- 9.27. Kompas Gramedia Group
- 9.28. PT Media Nusantara Citra Tbk
- 9.29. RAI Radiotelevisione Italiana SpA
- 9.30. Arnoldo Mondadori Editore S.p.A.
- 9.31. Warner Bros. Discovery, Inc.
- 9.32. Nippon Television Holdings Inc
- 9.33. The Yomiuri Shimbun Group
- 9.34. Grupo Televisa S.A.B.
- 9.35. Planeta Corporacion SRL
- 9.36. Nederlandse Publieke Omroep
- 9.37. Universal Music Group NV
- 9.38. Mosfilm Film Group
- 9.39. JSC Gazprom Media Holding
- 9.40. Danish Broadcasting Corporation
- 9.41. Bonnier Group AB
- 9.42. Nordisk Film AS
- 9.43. MediaCorp Pte Ltd
- 9.44. SPH Media Ltd
- 9.45. MultiChoice Group Ltd
- 9.46. Cheil Worldwide Inc
- 9.47. Korean Broadcasting System
- 9.48. Woongjin ThinkBig Co., Ltd.
- 9.49. Atresmedia Corporacion de Medios de Comunicacion SA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

9.50. Turkish Radio and Television Corporation

9.51. News Corp

9.52. British Broadcasting Corporation

10 Appendix

10.1. Methodology

10.2. About MarketLine

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Media North America (NAFTA) Industry Guide 2019-2028

Industry Report | 2024-09-20 | 250 pages | MarketLine

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single user licence (PDF)	\$795.00
	Site License (PDF)	\$1192.00
	Enterprisewide license (PDF)	\$1590.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-09"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com