

Media in Australia

Industry Report | 2024-09-26 | 42 pages | MarketLine

AVAILABLE LICENSES:

- Single user licence (PDF) \$350.00
- Site License (PDF) \$525.00
- Enterprisewide license (PDF) \$700.00

Report description:

Media in Australia

Summary

Media in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 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

- The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment.
- The Australian media industry registered revenues of \$24.2 billion in 2023, representing a compound annual growth rate (CAGR) of 0.6% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$13.8 billion, equivalent to 57.1% of the industry's overall value.
- The media industry's growth is attributed to the rising GDP. According to the Australian Bureau of Statistics, Australia's real GDP annual growth stood at 3.1% in 2023.

Scope

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

Reasons to Buy

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

7.2. What are the strengths of the leading players?

7.3. What are the recent market developments?

8 Company Profiles

8.1. WPP Plc

8.2. Australian Broadcasting Corp

8.3. Village Roadshow Ltd

8.4. News Corp Australia Pty Limited

9 Macroeconomic Indicators

9.1. Country data

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. 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 in Australia

Industry Report | 2024-09-26 | 42 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)	\$350.00
	Site License (PDF)	\$525.00
	Enterprisewide license (PDF)	\$700.00
		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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-07
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com