

## **Media in Brazil**

Industry Report | 2024-09-26 | 46 pages | MarketLine

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### **Report description:**

Media in Brazil

#### Summary

Media in Brazil 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 Brazilian media industry registered revenues of \$26.1 billion in 2023, representing a compound annual growth rate (CAGR) of 0.3% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$14.9 billion, equivalent to 57.1% of the industry's overall value.
- The Brazilian media industry is at a critical stage, navigating through a rising number of challenges alongside an increasing array of opportunities in the industry.

#### Scope

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

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forecasts

## Reasons to Buy

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

##### 7.3. What are the strengths of the leading player?

##### 7.4. What have been the most recent market developments?

#### 8 Company Profiles

##### 8.1. The Interpublic Group of Companies, Inc.

##### 8.2. Globo Comunicacao e Participacoes S.A.

##### 8.3. Grupo Folha

##### 8.4. The Walt Disney Company

#### 9 Macroeconomic Indicators

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9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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