

Media in Canada

Industry Report | 2024-09-26 | 51 pages | MarketLine

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Report description:

Media in Canada

Summary

Media in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Canadian media industry registered revenue of \$27.8 billion in 2023, representing a compound annual growth rate (CAGR) of 0.2% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with a total revenue of \$15.4 billion, equivalent to 55.5% of the industry's overall value.
- The Canadian 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 Canada
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Canada
- 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 Canada media market with five

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year forecasts by both value and volume

Reasons to Buy

- What was the size of the Canada media market by value in 2023?
- What will be the size of the Canada media market in 2028?
- What factors are affecting the strength of competition in the Canada media market?
- How has the market performed over the last five years?
- Who are the top competitors in Canada's media market?

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