

Media in India

Industry Report | 2024-09-26 | 44 pages | MarketLine

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Report description:

Media in India

Summary

Media in India 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 Indian media industry registered revenues of \$45.2 billion in 2023, representing a compound annual growth rate (CAGR) of 2.5% between 2018 and 2023.
- The publishing segment accounted for the industry's largest proportion in 2023, with total revenues of \$24.4 billion, equivalent to 54.1% of the industry's overall value.
- According to GlobalData, India accounted for a share of 8.6% in the Asia-Pacific media industry 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 India
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in India
- 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 India media market with five year forecasts

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Reasons to Buy

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

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