

## **Media in Indonesia**

Industry Report | 2024-09-26 | 45 pages | MarketLine

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### **Report description:**

Media in Indonesia

#### Summary

Media in Indonesia 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 Indonesian media industry registered revenues of \$37.9 billion in 2023, representing a compound annual growth rate (CAGR) of 3.2% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$19.3 billion, equivalent to 50.9% of the industry's overall value.
- According to GlobalData, Indonesia accounted for a share of 7.2% 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 Indonesia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Indonesia
- 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 Indonesia media market with five

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year forecasts

## Reasons to Buy

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

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