

Media in North America

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

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Report description:

Media in North America

Summary

Media in North America 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 North American media industry registered revenue of \$562.8 billion in 2023, representing a negative compound annual growth rate (CAGR) of 1.1% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$321.7 billion, equivalent to 57.2% of the industry's overall value.
- The North American 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 North America
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in North America
- Leading company profiles reveal details of key media market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the North America media market with five year forecasts

Reasons to Buy

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

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