

Media in Singapore

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

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Report description:

Media in Singapore

Summary

Media in Singapore 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 Singaporean media industry recorded revenues of \$4.8 billion in 2023, representing a compound annual growth rate (CAGR) of 0.4% between 2018 and 2023.
- The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$2 billion, equivalent to 41.4% of the industry's overall value.
- According to GlobalData, Singapore captured a share of 0.9% 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 Singapore
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Singapore
- 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 Singapore media market with five

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year forecasts

Reasons to Buy

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

7.3. What are the recent developments in the market?

8 Company Profiles

8.1. WPP Plc

8.2. MediaCorp Pte Ltd

8.3. SPH Media Ltd

8.4. The Walt Disney Co

9 Macroeconomic Indicators

9.1. Country data

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10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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