

## **Broadcasting & Cable TV in Brazil**

Industry Report | 2025-12-31 | 34 pages | MarketLine

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### **Report description:**

Broadcasting & Cable TV in Brazil

#### Summary

Broadcasting & Cable TV in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.
- The Brazilian broadcasting & cable TV market recorded revenues of \$8.6 billion in 2024, representing a negative compound annual growth rate (CAGR) of 3.5% between 2019 and 2024.
- The TV advertising segment accounted for the market's largest proportion in 2024, with total revenues of \$6.1 billion, equivalent to 71.7% of the market's overall value.
- In 2024, the Brazilian broadcasting & cable TV market witnessed an annual growth of 0.2% due to the increased households with television sets. According to the Socio-Economic Database for Latin America and the Caribbean (SEDLAC), in 2024, households with television sets in Brazil reached 79.2 million, up 2.9% from 2023.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in Brazil
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

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market in Brazil

- Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Brazil broadcasting & cable tv market with five year forecasts

Reasons to Buy

- What was the size of the Brazil broadcasting & cable tv market by value in 2024?
- What will be the size of the Brazil broadcasting & cable tv market in 2029?
- What factors are affecting the strength of competition in the Brazil broadcasting & cable tv market?
- How has the market performed over the last five years?
- What are the main segments that make up Brazil's broadcasting & cable tv 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 key market players?

##### 7.2. What strategies do the key market players follow?

##### 7.3. What are the strengths of the leading players?

#### 8 Company Profiles

##### 8.1. Globo Comunicacao e Participacoes S.A.

##### 8.2. Radio e Televisao Record SA

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8.3. Sistema Brasileiro de Televisao Ltda.

9 Macroeconomic Indicators

9.1. Country data

10 Appendix

10.1. Methodology

10.2. Industry associations

10.3. Related MarketLine research

10.4. About MarketLine

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