

Broadcasting & Cable TV in Italy

Industry Report | 2025-12-31 | 37 pages | MarketLine

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Report description:

Broadcasting & Cable TV in Italy

Summary

Broadcasting & Cable TV in Italy industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Italian broadcasting & cable TV market recorded revenues of \$6.0 billion in 2024, representing a negative compound annual growth rate (CAGR) of 5.0% between 2019 and 2024.
- The TV subscriptions segment accounted for the market's largest proportion in 2024, with total revenues of \$2.2 billion, equivalent to 36.9% of the market's overall value.
- In 2024, the Italian broadcasting & cable TV market witnessed an annual contraction of 2.8% due to a decrease in households with television sets. According to the Istat - Istituto nazionale di statistica - Italy, in 2024, the households with television sets in Italy reached 25.0 million, down 0.4% 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 Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv

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market in Italy

- 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 Italy broadcasting & cable tv market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy broadcasting & cable tv market by value in 2024?
- What will be the size of the Italy broadcasting & cable tv market in 2029?
- What factors are affecting the strength of competition in the Italy broadcasting & cable tv market?
- How has the market performed over the last five years?
- Who are the top competitors in Italy's broadcasting & cable tv market?

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