

Digital Media in Italy

Industry Report | 2025-12-25 | 42 pages | MarketLine

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Report description:

Digital Media in Italy

Summary

Digital Media in Italy industry profile provides top-line qualitative and quantitative summary information including: 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 digital media market is segmented into digital music, digital video, and digital books. The market value refers to the revenue generated by market players in a specific year.
- The Italian digital media market recorded revenues of \$3.3 billion in 2024, representing a compound annual growth rate (CAGR) of 22.2% between 2019 and 2024.
- The digital video segment accounted for the market's largest proportion in 2024, with total revenues of \$2.9 billion, equivalent to 88% of the market's overall value.
- In 2024, the Italian digital media market experienced an annual growth of 10.1%. The market's strong growth is driven by the increased number of internet users. According to the World Bank, in 2024, the number of internet users in Italy reached 51.8 million, up 1.2% from 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the digital media market in Italy
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital media market in

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Italy

- Leading company profiles reveal details of key digital media market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Italy digital media market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Italy digital media market by value in 2024?
- What will be the size of the Italy digital media market in 2029?
- What factors are affecting the strength of competition in the Italy digital media market?
- How has the market performed over the last five years?
- How large is Italy's digital media market in relation to its regional counterparts?

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