

Media Global Industry Guide 2019-2028

<https://marketpublishers.com/r/MAA34975EB2EN.html>

Date: September 2024

Pages: 466

Price: US\$ 1,495.00 (Single User License)

ID: MAA34975EB2EN

Abstracts

Media Global Industry Guide 2019-2028

Summary

Global Media industry profile provides top-line qualitative and quantitative summary information including: industry size (value and volume , and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Key Highlights

The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment.

The advertising industry consists of revenues gained by any advertising activities or agencies providing advertising services, including display advertising services. The market scope covers both online and traditional advertising. Online advertising involves promoting products, services, or brands using the internet and digital platforms. Meanwhile, traditional advertising encompasses promotional activities through TV, radio, newspapers, magazines, outdoor displays, and cinema.

Broadcasting & cable TV 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.

Publishing cover books, newspapers, and magazines. Books include both physical and e-books. Physical books cover atlases, dictionaries,

encyclopaedias, textbooks, guidebooks, musical scores, maps, fiction, and non-fiction. While e-books consist of electronic books that can be read on computers or other electronic devices such as tablets. The newspaper segment includes revenues generated from the selling of newspapers including those gained through circulation, subscription (including online subscription), and advertising revenue. Whereas the magazine segment value is calculated as the revenues generated by publishers from the sales of hard copies and online subscriptions.

Movies & entertainment market covers the box office and music & video. The box office segment includes revenues received by box offices from total annual admissions. The music & video segment covers retail sales of pre-recorded music singles and albums and pre-recorded films and television programs in any format (including vinyl, CDs, VCDs, DVDs, Blu-Ray disks, and paid downloads).

All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.

The global media industry registered revenues of \$1,474.4 billion in 2023, representing a negative compound annual growth rate (CAGR) of 0.7% between 2018 and 2023.

The advertising segment accounted for the industry's largest proportion in 2023, with total revenues of \$733.9 billion, equivalent to 49.8% of the industry's overall value.

According to GlobalData, North America accounted for a share of 38.1% of the global media industry in 2023.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the global media industry

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global media industry

Leading company profiles reveal details of key media industry players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global media industry with five year forecasts by both value and volume

Reasons to Buy

What was the size of the global media industry by value in 2023?

What will be the size of the global media industry in 2028?

What factors are affecting the strength of competition in the global media industry?

How has the industry performed over the last five years?

What are the main segments that make up the global media industry?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

2 INTRODUCTION

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

3 GLOBAL MEDIA

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

4 MACROECONOMIC INDICATORS

- 4.1. Country data

5 MEDIA IN ASIA-PACIFIC

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

6 MEDIA IN EUROPE

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

7 MACROECONOMIC INDICATORS

- 7.1. Country data

8 MEDIA IN FRANCE

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 MEDIA IN GERMANY

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

11 MACROECONOMIC INDICATORS

- 11.1. Country data

12 MEDIA IN ITALY

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

13 MACROECONOMIC INDICATORS

13.1. Country data

14 MEDIA IN JAPAN

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

15 MACROECONOMIC INDICATORS

15.1. Country data

16 MEDIA IN AUSTRALIA

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

17 MACROECONOMIC INDICATORS

17.1. Country data

18 MEDIA IN CANADA

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

19 MACROECONOMIC INDICATORS

19.1. Country data

20 MEDIA IN CHINA

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

21 MACROECONOMIC INDICATORS

21.1. Country data

22 MEDIA IN THE NETHERLANDS

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

23 MACROECONOMIC INDICATORS

23.1. Country data

24 MEDIA IN SPAIN

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

25 MACROECONOMIC INDICATORS

25.1. Country data

26 MEDIA IN THE UNITED KINGDOM

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

27 MACROECONOMIC INDICATORS

- 27.1. Country data

28 MEDIA IN THE UNITED STATES

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

29 MACROECONOMIC INDICATORS

- 29.1. Country data

30 COMPANY PROFILES

- 30.1. The Interpublic Group of Companies, Inc.
- 30.2. AT&T Inc
- 30.3. Bertelsmann SE & Co. KGaA
- 30.4. The Walt Disney Company
- 30.5. China Central Television
- 30.6. Penguin Random House LLC
- 30.7. Publicis Groupe SA
- 30.8. BT Group plc
- 30.9. Vivendi S.A.
- 30.10. Lagardere SA
- 30.11. Zweites Deutsches Fernsehen
- 30.12. WPP Plc

- 30.13. Australian Broadcasting Corp
- 30.14. Village Roadshow Ltd
- 30.15. News Corporation - bTV
- 30.16. Globo Comunicacao e Participacoes S.A.
- 30.17. Grupo Folha
- 30.18. Dentsu Group Inc.
- 30.19. BCE Inc.
- 30.20. Tencent Holdings Ltd
- 30.21. iQIYI Inc
- 30.22. Bilibili Inc
- 30.23. Zee Entertainment Enterprises Ltd
- 30.24. Disney Entertainment (India) Pvt Ltd
- 30.25. Sun TV Network Ltd
- 30.26. Network 18 Media & Investments Ltd
- 30.27. Kompas Gramedia Group
- 30.28. PT Media Nusantara Citra Tbk
- 30.29. RAI Radiotelevisione Italiana SpA
- 30.30. Arnoldo Mondadori Editore S.p.A.
- 30.31. Warner Bros. Discovery, Inc.
- 30.32. Nippon Television Holdings Inc
- 30.33. The Yomiuri Shimbun Group
- 30.34. Grupo Televisa S.A.B.
- 30.35. Planeta Corporacion SRL
- 30.36. Nederlandse Publieke Omroep
- 30.37. Universal Music Group NV
- 30.38. Mosfilm Film Group
- 30.39. JSC Gazprom Media Holding
- 30.40. Danish Broadcasting Corporation
- 30.41. Bonnier Group AB
- 30.42. Nordisk Film AS
- 30.43. MediaCorp Pte Ltd
- 30.44. SPH Media Ltd
- 30.45. MultiChoice Group Ltd
- 30.46. Cheil Worldwide Inc
- 30.47. Korean Broadcasting System
- 30.48. Woongjin ThinkBig Co., Ltd.
- 30.49. Atresmedia Corporacion de Medios de Comunicacion SA
- 30.50. Turkish Radio and Television Corporation
- 30.51. News Corp

30.52. British Broadcasting Corporation

31 APPENDIX

31.1. Methodology

31.2. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Global media industry value: \$ billion, 2018-23
- Table 2: Global media industry category segmentation: % share, by value, 2018-23
- Table 3: Global media industry category segmentation: \$ billion, 2018-23
- Table 4: Global media industry geography segmentation: \$ billion, 2023
- Table 5: Global media industry value forecast: \$ billion, 2023-28
- Table 6: Global Size of Population (million), 2019-23
- Table 7: Global real GDP (Constant 2010 Prices, \$ billion), 2019-23
- Table 8: Global GDP (Current Prices, \$ Billion), 2019-23
- Table 9: Global Inflation, 2019-23
- Table 10: Global Consumer Price Index (Absolute), 2019-23
- Table 11: Global exchange rate, 2018-23
- Table 12: Asia-Pacific media industry value: \$ billion, 2018-23
- Table 13: Asia-Pacific media industry category segmentation: % share, by value, 2018-23
- Table 14: Asia-Pacific media industry category segmentation: \$ billion, 2018-23
- Table 15: Asia-Pacific media industry geography segmentation: \$ billion, 2023
- Table 16: Asia-Pacific media industry value forecast: \$ billion, 2023-28
- Table 17: Europe media industry value: \$ billion, 2018-23
- Table 18: Europe media industry category segmentation: % share, by value, 2018-23
- Table 19: Europe media industry category segmentation: \$ billion, 2018-23
- Table 20: Europe media industry geography segmentation: \$ billion, 2023
- Table 21: Europe media industry value forecast: \$ billion, 2023-28
- Table 22: Europe Size of Population (million), 2019-23
- Table 23: Europe real GDP (Constant 2010 Prices, \$ billion), 2019-23
- Table 24: Europe GDP (Current Prices, \$ Billion), 2019-23
- Table 25: Europe Inflation, 2019-23
- Table 26: Europe Consumer Price Index (Absolute), 2019-23
- Table 27: Europe exchange rate, 2018-23
- Table 28: France media industry value: \$ billion, 2018-23
- Table 29: France media industry category segmentation: % share, by value, 2018-23
- Table 30: France media industry category segmentation: \$ billion, 2018-23
- Table 31: France media industry geography segmentation: \$ billion, 2023
- Table 32: France media industry value forecast: \$ billion, 2023-28
- Table 33: France Size of Population (million), 2019-23
- Table 34: France real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 35: France GDP (Current Prices, \$ Billion), 2019-23

Table 36: France Inflation, 2019-23

Table 37: France Consumer Price Index (Absolute), 2019-23

Table 38: France exchange rate, 2018-23

Table 39: Germany media industry value: \$ billion, 2018-23

Table 40: Germany media industry category segmentation: % share, by value, 2018-23

Table 41: Germany media industry category segmentation: \$ billion, 2018-23

Table 42: Germany media industry geography segmentation: \$ billion, 2023

Table 43: Germany media industry value forecast: \$ billion, 2023-28

Table 44: Germany Size of Population (million), 2019-23

Table 45: Germany real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 46: Germany GDP (Current Prices, \$ Billion), 2019-23

Table 47: Germany Inflation, 2019-23

Table 48: Germany Consumer Price Index (Absolute), 2019-23

Table 49: Germany exchange rate, 2018-23

Table 50: Italy media industry value: \$ billion, 2018-23

Table 51: Italy media industry category segmentation: % share, by value, 2018-23

Table 52: Italy media industry category segmentation: \$ billion, 2018-23

Table 53: Italy media industry geography segmentation: \$ billion, 2023

Table 54: Italy media industry value forecast: \$ billion, 2023-28

Table 55: Italy Size of Population (million), 2019-23

Table 56: Italy real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 57: Italy GDP (Current Prices, \$ Billion), 2019-23

Table 58: Italy Inflation, 2019-23

Table 59: Italy Consumer Price Index (Absolute), 2019-23

Table 60: Italy exchange rate, 2018-23

Table 61: Japan media industry value: \$ billion, 2018-23

Table 62: Japan media industry category segmentation: % share, by value, 2018-23

Table 63: Japan media industry category segmentation: \$ billion, 2018-23

Table 64: Japan media industry geography segmentation: \$ billion, 2023

Table 65: Japan media industry value forecast: \$ billion, 2023-28

Table 66: Japan Size of Population (million), 2019-23

Table 67: Japan real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 68: Japan GDP (Current Prices, \$ Billion), 2019-23

Table 69: Japan Inflation, 2019-23

Table 70: Japan Consumer Price Index (Absolute), 2019-23

Table 71: Japan exchange rate, 2018-23

Table 72: Australia media industry value: \$ billion, 2018-23

Table 73: Australia media industry category segmentation: % share, by value, 2018-23

Table 74: Australia media industry category segmentation: \$ billion, 2018-23

Table 75: Australia media industry geography segmentation: \$ billion, 2023

Table 76: Australia media industry value forecast: \$ billion, 2023-28

Table 77: Australia Size of Population (million), 2019-23

Table 78: Australia real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 79: Australia GDP (Current Prices, \$ Billion), 2019-23

Table 80: Australia Inflation, 2019-23

Table 81: Australia Consumer Price Index (Absolute), 2019-23

Table 82: Australia exchange rate, 2018-23

Table 83: Canada media industry value: \$ billion, 2018-23

Table 84: Canada media industry category segmentation: % share, by value, 2018-23

Table 85: Canada media industry category segmentation: \$ billion, 2018-23

Table 86: Canada media industry geography segmentation: \$ billion, 2023

Table 87: Canada media industry value forecast: \$ billion, 2023-28

Table 88: Canada Size of Population (million), 2019-23

Table 89: Canada real GDP (Constant 2010 Prices, \$ billion), 2019-23

Table 90: Canada GDP (Current Prices, \$ Billion), 2019-23

Table 91: Canada Inflation, 2019-23

Table 92: Canada Consumer Price Index (Absolute), 2019-23

Table 93: Canada exchange rate, 2018-23

About

Global Media Industry Guide provides top-line qualitative and quantitative summary information including: industry size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the industry.

Key Highlights:

The global media industry had total revenues of \$892.0bn in 2017, representing a compound annual growth rate (CAGR) of 1.4% between 2013 and 2017.

The broadcasting & cable TV segment was the industry's most lucrative in 2017, with total revenues of \$450.6bn, equivalent to 50.5% of the industry's overall value.

The US has by far the largest media industry globally, accounting for over a third of global revenues in 2017. While this country will remain by far the largest, the US share of global revenues will drop slightly by 2022 as less mature Asian and Middle Eastern markets grow markedly in the forecast period.

I would like to order

Product name: Media Global Industry Guide 2019-2028

Product link: <https://marketpublishers.com/r/MAA34975EB2EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MAA34975EB2EN.html>