

# **Television Services Market by Delivery Platform[(Digital Terrestrial Broadcast, Satellite Broadcast, Cable Television Broadcasting, Internet Protocol Television (IPTV), and Over-the-top Television (OTT)], Revenue Model (Subscription and Advertisement), and Broadcaster Type (Public and Commercial): Global Opportunity Analysis and Industry Forecast 2021–2027**

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## **Abstracts**

The television services market size was valued at \$332,600 million in 2019, and is estimated to reach \$499,800 million by 2027, registering a CAGR of 5.4% from 2021 to 2027.

Television services involve accessing entertainment and informational material, including music, videos, news over television set, which are broadcasted by the TV services providers. Television industry is witnessing a dynamic transition from traditional broadcasting to broadband broadcasting. Increase in internet user base and acceptance for the internet-of-things are majorly factors influencing the growth of the global television services market. In addition, technological advancements in TVs such as 4K TV, HDTV, and IPTV, which enhance the viewing experience of the people are promoting consumers to buy TV household, which further bolsters the demand for television services.

Surge in penetration of internet connected smart TVs is one of the key factors that drives the growth of the television services market. This is attributed to the fact that smart TVs and connected TVs are majorly used in household, owing to their high utility

and smart features and also enable to connect to smartphones and to internet.

Over-the-top media service is a streaming media services offered directly to viewers via the internet. The over-the-top television (OTT) content can be directly downloaded or viewed on users' demand. Proliferation in adoption of internet-enabled devices such as smart TVs, IPTVs, and connected TVs significantly promotes the growth of the OTT media services, which, in turn, is expected to augment the growth of the television services market during the forecast period. Some of the OTT TV media service providers operating in the market include Netflix, Inc., Hulu, LLC, Amazon.com, Inc., and Google LLC.

However, digital illiteracy and lack of digital infrastructure such as digital communication, computing or data storage, Wi-Fi network, applications, and software limit the growth of the television services market. On the contrary, increase in internet user base and technological development in TV broadcasting are expected to offer lucrative growth opportunity for new entrants in the television services market.

The report segments the global television services market into delivery platform, revenue model, and broadcaster type and region. On the basis of delivery platform, the market is categorized into digital terrestrial broadcast, satellite broadcast, cable television broadcasting, internet protocol television (IPTV), and over-the-top television (OTT). By revenue model, it is segregated into subscription and advertisement. According to broadcaster type, it is divided into public and commercial. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Russia, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa).

The major players operating in the market are CANAL+ GROUP, Time Warner, Inc., Viacom CBS Inc., Channel Four Television Corporation, CenturyLink, Inc., Viacom International, Inc., A&E Television Networks, LLC, British Broadcasting Corporation, 21st Century Fox, and Comcast Corporation.

## KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global television services market, with current and future trends to elucidate the imminent investment pockets in the market.

The overall market attractiveness and single out profitable trends are determined to gain a stronger foothold in the market.

The report provides information regarding drivers, restraints, and opportunities with impact analysis.

A quantitative analysis from 2019 to 2027 is provided to showcase the financial competency of the market.

Porter's five forces model of the industry illustrates competitiveness of the market by analyzing various parameters such as threat of new entrants, threat of substitutes, bargaining power of the buyers, and bargaining power of the suppliers operating in the market.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights business practices followed by leading market players across various regions.

## KEY MARKET SEGMENTS

### By Delivery Platform

- Digital terrestrial broadcast
- Satellite broadcast
- Cable television broadcasting
- Internet protocol television (IPTV)
- Other (Over-the-top television (OTT))

### By Revenue Model

- Subscription

Advertisement

By Broadcaster Type

Public

Commercial

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Russia

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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