

Analyzing the Global Media Industry 2017

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Abstracts

The recent years have witnessed the global media industry change at a rapid pace and across regions. The prime most change that has been evident is the shift towards more and more digital products in the media industry. It is expected that digital products and services will soon account for over 50 percent of any company's overall media expense.

In this research report, we take the media industry to broadly consist of the broadcasting and cable TV market, publishing sector, advertising, and the movies and entertainment markets. There is no doubt that the global media industry has been growing at a phenomenal rate in recent years. The growth is primarily being fueled by the rapid development in BRIC countries and other emerging markets. While growth in Europe and many developed markets has been witnessing a slowdown, markets across Asia Pacific have been growing at a strong rate. Digital media continued to be a significant factor in the growth of the media industry, but the expansion of digital media has also met with many challenges along with way.

By the end of 2020, the global media industry is expected to cross USD 1000 billion, with Asia Pacific and the US markets accounting for more than a half of the value of this number.

Aruvian Research presents an in-depth analysis of the global media industry in its research report Analyzing the Global Media Industry 2017. The report is divided into 6 parts, covering the Global Media Industry, the Global Advertising Industry, Global Broadcasting and Cable TV Industry, Global Movies and Entertainment Industry, Global Publishing Industry and an analysis of the major players.

Section 1 of the report analyzes the global media industry through an industry definition, industry overview, industry growth analysis and segmentation and an industry forecast to 2020. A Porter's Five Forces strategy analysis of the global media industry is also

included in the report that looks at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and the threat of substitutes to the industry.

Analysis of key media markets is carried out through an industry overview, industry growth analysis, industry segmentation and an industry forecast. Data analyzed in the report ranges from 2011 till 2020. Key media markets analyzed in this section are as follows: Australia, Brazil, Canada, China, France, Germany, India, Italy, Japan, Mexico, Netherlands, Russia, Singapore, South Korea, Spain, United Kingdom and the United States. In total, 17 media markets are analyzed in the report.

Section 2 analyzes the Global Advertising Industry through an industry definition, industry overview, market growth analysis, industry segmentation and an industry forecast. Porter's Five Forces strategy analysis of the global advertising industry is also included in the report.

Key advertising markets analyzed in this section include Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Netherlands, Russia, Singapore, South Africa, South Korea, Spain, Turkey, United Kingdom and United States. A total of 20 markets are analyzed through an industry overview, market growth analysis, industry segmentation and an industry forecast.

Section 3 analyzes the Global Broadcasting and Cable TV Industry through an industry definition, industry overview, market growth analysis, industry segmentation and an industry forecast. A Porter's Five Forces strategy analysis is used to look at the competitive forces active in the global broadcasting and cable TV industry as we look at the bargaining power of buyers and suppliers, competitive rivalry in the industry, the threat of new entrants and substitutes.

Analysis of 10 key markets is carried out through an industry overview and segmentation, market growth analysis and an industry forecast. The markets analyzed are as follows: Canada, China, France, Germany, Italy, Japan, Netherlands, Spain, the UK and the United States.

Section 4 of the report analyzes the Global Movies and Entertainment Industry along with 20 key markets in the industry. Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Netherlands, Russia, Singapore, South Africa, South Korea, Spain, Turkey, the UK and the US are the markets that are analyzed in this section through the same parameters as used above.

Section 5 analyzes the Global Publishing Industry based on the same parameters used above. The key publishing markets analyzed in this section include Canada, China, France, Germany, Italy, Japan, Netherlands, Spain, United Kingdom and the United States.

Section 6 analyzes the major players across all these industries. This in-depth Global Media Industry report from Aruvian Research analyzes a total of 97 major industry players across the world. Some of the players analyzed include Asahi Broadcasting Corporation, Axel Springer, Bandidos Films, Bertelsmann, BBC, Channel Four Television, China Central Television, Comcast Corporation, Dentsu, Doordarshan, Fuji Media, Havas SA, ITV Plc, Omnicom, PRISA TV, Pearson Plc, People's Daily, Russian Film Group, The Walt Disney Company, Time Warner, Sky Plc, and many others.

Consisting of over 500 tables and figures, the report Analyzing the Global Media Industry 2017 is a complete analysis of the global media industry and its various segments in a most comprehensive manner.

Contents

10

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