

Analyzing the Media Industry in United States 2017

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Abstracts

We take the US media industry to comprise of the following sectors:

Advertising

Broadcasting and Cable TV

Digital Media

Movies and Entertainment

Publishing

The US media industry is one of the biggest media industries in the world and accounts for nearly a third of the global media industry itself. There is no doubt the US movies and entertainment sector is the biggest in the world. However, the US media industry has been witnessing fluctuating growth in recent years. The US media industry is expected to cross a value of USD 325 billion by the end of 2020.

Regulations remain stringent across all sectors of the industry and there entry for new players is limited. Furthermore, piracy of video and music lately has had a massive impact on the industry.

Digital media is one sub sector of the media industry that has witnessed immense growth in recent years and is expected to continue this trend in the coming years as well. Streaming appears to be latest trend that has been prevalent across the US digital music industry and it is expected to continue its edge over digital downloads in the coming years as well.

Aruvian Research analyzes the US media industry in this in-depth research report – Analyzing the Media Industry in United States 2017. The report begins with a brief analysis of the global media industry and moves on to the analysis of the media industry in the United States. The US media industry is analyzed through an industry overview, market growth analysis by value, industry segmentation and an industry forecast up to 2020. Data analyzed in the report ranges from 2011 till 2020.

A Porter's Five Forces strategy analysis is undertaken on the US media industry and we look at the bargaining power of buyers and suppliers, competitive rivalry in the industry and the threat of new entrants and substitutes to the media industry in the US.

Advertising, Broadcasting and Cable TV, Digital Media, Movies and Entertainment and Publishing are the five sub sectors of the US media industry that are analyzed in this report. Each sector is analyzed through an industry definition, industry overview, market growth analysis, industry segmentation and an industry forecast.

Analysis of the major industry players is undertaken through an in-depth corporate analysis, a financial analysis and a SWOT analysis.

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