

# 2024 U.S. Cable Television Networks Industry-Industry & Market Report

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## Abstracts

The 2024 U.S. Cable Television Networks Industry-Industry & Market report, published annually by Barnes Reports, contains timely and accurate industry statistics, forecasts and demographics (NAICS 51521).

The report features 2024 current and 2025 forecast estimates on the size of the industry (sales, establishments, employment) nationally and for all 50 U.S. States and over 900 metro areas. Other data include financial ratios, number of firms, payroll, industry definition, 5-year historical trends on industry sales, establishments and employment, a breakdown of establishments, sales and employment by employee size of establishment (9 categories), and estimates on up to 10 sub-industries, including direct broadcast satellite and subscription television services.

This industry comprises establishments primarily engaged in operating studios and facilities for the broadcasting of programs on a subscription or fee basis. The broadcast programming is typically narrowcast in nature (e.g., limited format, such as news, sports, education, or youth-oriented). These establishments produce programming in their own facilities or acquire programming from external sources. The programming material is usually delivered to a third party, such as cable systems or direct-to-home satellite systems, for transmission to viewers.

Barnes Reports' Industry & Market reports are an essential part of any GAP analysis, benchmarking project, SWOT analysis, business plan, risk analysis, or growth-share matrix.

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Definitions and Terms

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