

Global TV Studio Content Market: Size, Trends & Forecasts (2018-2022)

<https://marketpublishers.com/r/G6277808295EN.html>

Date: June 2018

Pages: 73

Price: US\$ 850.00 (Single User License)

ID: G6277808295EN

Abstracts

Scope of the Report

The report titled “Global TV Studio Content Market: Size, Trends & Forecasts (2018-2022)”, provides an in-depth analysis of the global TV studio content market by players, by segment, by top series etc.

The report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global TV studio content market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The global TV studio content market is dominated by few players, but there are other new players, private label players as well. However, the competition in the global TV studio content market is dominated by AT&T (Warner Bros.), Twenty-First Century Fox, Inc. (20th Century Fox), Viacom Inc. (Paramount), Lions Gate Entertainment Corp. (Lionsgate Television), who are also profiled with their financial information and respective business strategies.

Company Coverage

AT&T (Warner Bros.)

Twenty-First Century Fox, Inc. (20th Century Fox)

Viacom Inc. (Paramount)

Lions Gate Entertainment Corp. (Lionsgate Television)

Executive Summary

A TV studio is a room where video productions take place. The videos are produced for the live TV as well as raw footage is produced. The TV shows are recorded and made in TV studios.

A TV show refers to any content produced for broadcast via all means like, over-the-air, satellite, cable, or internet. The content like news, advertisements, or trailers that are placed between shows is not included in TV shows. TV shows are often scheduled in advance and appear on TV networks. The market for TV shows is growing rapidly due to the increase in original content spending. The demand for the market is so strong that it is creating per episode price inflation, both in production and in syndication.

TV studio content market is segmented on the basis of type and TV studio content market is segment on the basis of network.

The global TV studio market has increased at a significant CAGR over the years and projections are made that the market would rise in the next four years i.e. 2018-2022 tremendously.

The TV studio content market is expected to increase due to increasing smart TVs, increasing mobile and fixed internet penetration, increasing smartphones etc. Yet the market faces some challenges such as high cost of making the content, content privacy and security issues etc.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 TV Studio Content Market: An Overview

- 2.1.1 History
- 2.1.2 Media Companies' Business Overview
- 2.1.3 Segmentation of TV Studio
- 2.1.4 Segmentation of TV Studio Content

3. GLOBAL MARKET ANALYSIS

3.1 Global Media Content Market: An Analysis

- 3.1.1 Global Media Content Market by Players
- 3.1.2 Global Media Content Market by Segment (TV Studio Content, Sports & News)

3.2 Global TV Studio Content Market: An Analysis

- 3.2.1 Global TV Studio Content Market by Value
- 3.2.2 Global TV Studio Content Market by Players
- 3.2.3 Global TV Studio Content Market by Segment (Traditional TV networks and OTT/SVOD Focused)
- 3.2.4 Global TV Studio Content Market by Scripted Series
- 3.2.5 Global TV Studio Content Market by Top Series of Content Buyers

4. MARKET DYNAMICS

4.1 Growth Drivers

- 4.1.1 Increasing Smart TV Penetration
- 4.1.2 Growing Global Smartphone Users
- 4.1.3 Increasing Global Internet Users
- 4.1.4 Increasing Global Fixed and Mobile Internet Penetration Rate
- 4.1.5 Rising Global GDP Per Capita
- 4.1.6 Lower Costs in Distributing Content Online

4.2 Challenges

- 4.2.1 Low Internet Speed and Coverage
- 4.2.2 Content Privacy and Network Security Concerns
- 4.2.3 Lack of Content and Quality TV Programs
- 4.2.4 Censorship

4.3 Market Trends

- 4.3.1 Shift Towards OTT/ SVOD Focused TV Content
- 4.3.2 From Pilot Production to Straight-to-Series
- 4.3.3 Introduction of 5G
- 4.3.4 Increasing Original Series Production by Premium Cable Networks

5. COMPETITIVE LANDSCAPE

5.1 Global Competitive Landscape

- 5.1.1 Global Media Content Market Players by Market Share
- 5.1.2 Global TV Studio Content Market Players by Market Share
- 5.1.3 Global TV Studio Content Market Players by End Customer

6. COMPANY PROFILE

6.1 AT&T (Warner Bros.)

- 6.1.1 Business Overview
- 6.1.2 Financial Overview
- 6.1.3 Business Strategy

6.2 Twenty-First Century Fox, Inc. (20th Century Fox)

- 6.2.1 Business Overview
- 6.2.2 Financial Overview
- 6.2.3 Business Strategy

6.3 Viacom Inc. (Paramount)

- 6.3.1 Business Overview
- 6.3.2 Financial Overview
- 6.3.3 Business Strategy

6.4 Lions Gate Entertainment Corp. (Lionsgate Television)

- 6.4.1 Business Overview
- 6.4.2 Financial Overview
- 6.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Media Companies' Business Overview

Figure 2: Segmentation of TV Studio on the Basis of Type

Figure 3: Segmentation of TV Studio Content on the Basis of Network

Figure 4: Spending by TV Network Operators on All Content Mediums; 2017 (US\$ Billion)

Figure 5: Global Media Content Market by Segment; 2017 (Percentage, %)

Figure 6: Global TV Studio Content Market by Value; 2017-2022 (US\$ Billion)

Figure 7: Spending by TV Network Operators on TV Studio Content; 2017 (US\$ Billion)

Figure 8: Global TV Studio Content Market by Segment; 2017 (Percentage, %)

Figure 9: Total Number of Scripted Series by Segment; 2010-2017

Figure 10: Smart TV Penetration Rate; 2012-2019 (Percentage, %)

Figure 11: Global Smartphone Users; 2014-2020 (Billions)

Figure 12: Global Internet Users; 2009-2017 (Billions)

Figure 13: Global Fixed and Mobile Internet Penetration Rate; 2012-2017 (Percentage, %)

Figure 14: Global GDP Per-capita; 2011-2017 (US\$)

Figure 15: Global Netflix Subscribers; 2012-2017 (Million)

Figure 16: Number of Pilots Ordered; 2004-2017

Figure 17: Expected Global 5G Mobile Connections; 2021-2025 (Billion)

Figure 18: Global Media Content Market Players by Spending; 2017 (Percentage, %)

Figure 19: Global TV Studio Content Market Players by Spending; 2017 (Percentage, %)

Figure 20: Global TV Studio Content Market Players by End Customer; 2017 (Percentage, %)

Figure 21: AT&T Revenue; 2013-2017 (US\$ Billion)

Figure 22: AT&T Revenue by Segments; 2017 (Percentage, %)

Figure 23: AT&T Revenue by Region; 2017 (Percentage, %)

Figure 24: Twenty-First Century Fox, Inc. Total Revenue; 2013-2017 (US\$ Billion)

Figure 25: Twenty-First Century Fox, Inc. Total Revenue by Segment; 2017 (Percentage, %)

Figure 26: Twenty-First Century Fox, Inc. Total Revenue by Region; 2017 (Percentage, %)

Figure 27: Viacom Inc. Revenue; 2013-2017 (US\$ Billion)

Figure 28: Viacom Inc. Revenue by Segments; 2017 (Percentage, %)

Figure 29: Viacom Inc. Revenue by Region; 2017 (Percentage, %)

Figure 30: Lionsgate Revenue; 2013-1017 (US\$ Billion)

Figure 31: Lionsgate Revenue by Segment; 2017 (Percentage, %)

Figure 32: Lionsgate Revenue by Region; 2017 (Percentage, %)

List Of Tables

LIST OF TABLES

Table 1: Netflix Top Original Series

Table 2: Amazon Top Original Series

Table 3: Hulu Top Original Series

I would like to order

Product name: Global TV Studio Content Market: Size, Trends & Forecasts (2018-2022)

Product link: <https://marketpublishers.com/r/G6277808295EN.html>

Price: US\$ 850.00 (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/G6277808295EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970