

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

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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.

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