

# Global Movie and TV Show Licensing Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

Movie and TV show licensing refers to the process of granting rights to distribute, exhibit, or broadcast copyrighted films and television programs to other parties in exchange for compensation. This process involves legal agreements between the copyright owner (usually the film studio, production company, or television network) and the licensee (such as a television broadcaster, streaming platform, DVD distributor, or international distributor).

According to our (Global Info Research) latest study, the global Movie and TV Show Licensing market size was valued at US\$ million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of %during review period.

Consumer demand for diverse and high-quality content drives the movie licensing market. As streaming platforms, cable networks, and broadcasters compete for audience attention, they seek compelling movies to attract and retain subscribers/viewers, creating demand for licensed content. Movie studios and distributors leverage licensing agreements as part of their content monetization strategies. Licensing movies to streaming platforms, television networks, airlines, hotels, and other distribution channels generates additional revenue streams for content owners, contributing to the growth of the licensing market.

This report is a detailed and comprehensive analysis for global Movie and TV Show Licensing market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and

product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2024, are provided.

#### Key Features:

Global Movie and TV Show Licensing market size and forecasts, in consumption value (\$ Million), 2019-2030

Global Movie and TV Show Licensing market size and forecasts by region and country, in consumption value (\$ Million), 2019-2030

Global Movie and TV Show Licensing market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2019-2030

Global Movie and TV Show Licensing market shares of main players, in revenue (\$ Million), 2019-2024

#### The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Movie and TV Show Licensing

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Movie and TV Show Licensing market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include ViacomCBS Inc. (VIAC), Warner Bros, Mattel, WWE, Summit Entertainment, Comcast Corp., Charter Communications Inc. (CHTR), The Walt Disney Company, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

#### Market segmentation

Movie and TV Show Licensing market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

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#### Market segment by Type

Movie Licensing

TV Show Licensing

#### Market segment by Application

SMEs

Large Enterprises

#### Market segment by players, this report covers

ViacomCBS Inc. (VIAC)

Warner Bros

Mattel

WWE

Summit Entertainment

Comcast Corp.

Charter Communications Inc. (CHTR)

The Walt Disney Company

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Movie and TV Show Licensing product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Movie and TV Show Licensing, with revenue, gross margin, and global market share of Movie and TV Show Licensing from 2019 to 2024.

Chapter 3, the Movie and TV Show Licensing competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Movie and TV Show Licensing market forecast, by regions, by Type and by Application, with consumption value, from 2024 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Movie and TV Show Licensing.

Chapter 13, to describe Movie and TV Show Licensing research findings and conclusion.

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