

# **Global Radio Broadcasting Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023**

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## **Abstracts**

Over the five years to 2018 the Radio Broadcasting industry has battled to maintain its relevance and audience due to competition from digital media platforms. In particular the industry has suffered because of its limited interaction with listeners and heavy reliance on advertising to fund its operations. However radio has maintained its audience reach and strong growth in ad spending overall has steadied revenue. The industry is well-established within the advertising portfolio and radio's role in advertising will not be eliminated overnight; however it is expected to diminish slowly over the five years to 2023 as companies dedicate a larger portion of their resources to reaching consumers online.

Scope of the Report:

This report studies the Radio Broadcasting market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Radio Broadcasting market by product type and applications/end industries.

The Federal Communications Commission (FCC) licenses radio stations as either commercial or noncommercial educational and they can broadcast in AM/FM or satellite formats. Commercial stations generally fund operations through advertising revenue while public radio stations often have a combination of government funding and contributions from listeners and nonprofit entities. Shifts in radio programming vary with consumer tastes and it is not uncommon for major stations to flip formats in response to waning consumer interest in certain styles of music.

The global Radio Broadcasting market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Radio Broadcasting.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

iHeartMedia

Liberty Media

Sirius XM Holdings

Pandora Media

Cumulus Media

Townsquare Media

Entercom Communications

Urban One

Cumulus Media

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

AM

FM

Satellite Radio

Market Segment by Applications, can be divided into

Entertainment

Commercial

Communications

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