

Global TV and Radio Subscription Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

TV subscription is the service that is delivered (on paying a subscription fee) to the viewer using a cable or over the air. Video and voice services, games, movies, and contents from various demographics are some of the most popular services offered by the TV operators. Digital TV gained prominence after 2000, which gradually decreased the share of the analog cable TV segment. On the other hand, radio subscription is a radio service offered by the radio broadcasters free of cost or on paying a subscription fee. The radio technology uses waves that are a part of the electromagnetic spectrum with frequencies ranging from 3 kHz to 300 GHz.

SCOPE OF THE REPORT:

This report studies the TV and Radio Subscription 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 TV and Radio Subscription market by product type and applications/end industries.

The growing popularity of multiscreen services is one of the primary growth factors for the TV and radio subscription market. Multiscreen services connect cell phones, laptops, and tablets. Multiscreen TV services are gaining preference due to the increasing number of smartphones and tablets. TV service providers are also offering services that converge multiple screens to enhance customer satisfaction. Innovation in smartphones and tablets consequently result in better apps, bigger screens, and improved battery capacity.

The Americas is expected to be the major revenue contributor to the TV and radio subscription market during the forecast period. The high average revenue per user (ARPU) of TV subscription services in North America and the rising costs of IPTV

services, are the major factors fueling the growth of the radio and TV subscription market in this region.

The global TV and Radio Subscription 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 TV and Radio Subscription.

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

Bell Media

CBS

Comcast

Cox Communications

DISH Network

Pandora Radio

Sky

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

Radio Subscription

TV Subscription

Market Segment by Applications, can be divided into

TV Platform

Radio Platform

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