

Traditional TV & Home Video Market Size, Share & Trends Analysis Report By Type (Pay-TV Subscriptions, Physical Home Video, Traditional TV Advertising, Public TV License Fees), By Region, And Segment Forecasts, 2022 - 2028

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Abstracts

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Traditional TV & Home Video Market Growth & Trends

The global traditional TV & home video market size is projected to reach USD 485.8 billion by 2028, registering a compound annual growth rate (CAGR) of 2.1% from 2022 to 2028, according to a new report by Grand View Research, Inc. The growing popularity of traditional TV and home video across the globe is accelerating market growth. Moreover, the increasing demand globally for high-quality content with high-resolution video will drive market growth over the upcoming years. Furthermore, the rising effectiveness of traditional TV advertisements and high conversion rate in developing countries due to the growing number of viewers is up surging the market growth.

Moreover, television advertising and pay-tv are rapidly gaining popularity owing to more engagement of customers. Furthermore, a lockdown situation has been observed during the COVID 19 pandemic, and it showed a negative impact on the market due to many advertisers slashed marketing budgets or paused advertising spending during this period. Moreover, the increasing investment in traditional TV & home video after the ease of several restrictions has expected to boost the market growth during the forecast period.

The traditional TV advertising segment is expected to register the highest CAGR of 2.6% from 2022 to 2028. The increasing spending on traditional TV advertising by various media & entertainment companies in recent years for various promotional activities is expected to boost the market growth during the forecast period. Moreover, the growing popularity of broadcast and streaming TV services among viewers across the globe will accelerate the market growth. Furthermore, the increasing adoption of TV advertising for brand awareness and promotion of the various products has significantly accelerated the growth of this segment.

North America dominated the market with a revenue share of above 35% in 2021. The growing penetration of physical home video is accelerating the market growth in this region. Furthermore, the increasing investments in technological advancements like machine learning, and artificial intelligence by the various service providers around the globe are expected to drive market growth. Additionally, with the increasing adoption of satellite TV, IPTV subscription in the U.S. is boosting the market growth during the forecast period.

Traditional TV & Home Video Report Highlights

North America is expected to register the largest market share of over 35% in 2021 owing to growing TV broadcasting services.

The traditional TV advertising segment is expected to foresee the fastest growth, with a CAGR of 2.6% from 2022 to 2028 due to the rising number of TV viewers.

The pay-tv subscriptions segment held the largest market share in 2021, contributing above 55% of the total revenue due to the growing number of subscriptions.

Asia Pacific is expected to witness the fastest growth, with a CAGR of 3.0% from 2022 to 2028 owing to growing spending on traditional TV & home video.

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