

# **Television Services Market Report by Delivery Platform (Digital Terrestrial Broadcast, Satellite Broadcast, Cable Television Broadcasting, Internet Protocol Television (IPTV), Over-the-top Television (OTT)), Revenue Model (Subscription, Advertisement), Broadcaster Type (Public, Commercial), and Region 2024-2032**

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## **Abstracts**

The global television services market size reached US\$ 357.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 543.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.5% during 2024-2032.

Television (TV) services refer to technical one-way transmission programming and on-demand streaming facility that enables subscribers to access and watch various entertainment and informational content, including news, videos, and music. These channels are usually broadcasted by television service providers using multiple delivery platforms, such as digital terrestrial and satellite broadcast and internet protocol television (IPTV). TV services provide a range of on-demand shows and channels, allow individuals to change subscriptions based on preferences, and offer pay-per-view content, including movie releases and sports events. On account of these properties, TV services are used by individuals to stream shows without any technical disruption. At present, they are commercially differentiated into public and commercial broadcaster types.

Television Services Market Trends:

The rapid digitalization of the media and entertainment industry, the increasing usage of

TV sets in respective households to stream on-demand high-definition (HD) video and audio content, and the shifting consumer inclination toward IPTV are primarily driving the market growth. In line with this, the rising internet connectivity and ongoing viewership of various over-the-top (OTT), subscription, and advertorial-based content, especially during the COVID-19 pandemic, is acting as another growth-inducing factor. Additionally, the advent of smart, internet-connected TV sets, along with the integration of the Internet of Things (IoT) to stream on-demand shows through other electronic devices, are supporting the market growth. This is further influenced by the widespread adoption of augmented reality (AR) and virtual reality (VR) technologies to attain an immersive experience while consuming digital content. Moreover, ongoing investments by leading companies on commercial TV broadcasting channels to generate revenue through ads and increase the show television rating point (TRP) is propelling the market growth. Apart from this, the establishment of Wi-Fi infrastructure across residential areas and strategic collaborations amongst key players to launch new TV services are positively augmenting the market growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global television services market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on delivery platform, revenue model and broadcaster type.

#### Breakup by Delivery Platform:

Digital Terrestrial Broadcast

Satellite Broadcast

Cable Television Broadcasting

Internet Protocol Television (IPTV)

Over-the-top Television (OTT)

#### Breakup by Revenue Model:

Subscription

Advertisement

Breakup by Broadcaster Type:

Public

Commercial

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being A&E Networks (The Walt Disney Company), AT&T Inc., CBS Corporation, Channel 4 (Independent Broadcasting Authority), China Television Service Co. Ltd., Lumen Technologies Inc., Red Bee Media (Telefonaktiebolaget LM Ericsson), Spectrum, Tata Communications (The Tata Group), TiVo Corporation (Xperi Holding Corporation), Viacom18 Media Private Limited (TV18 Broadcast Limited) and Warner Bros. Discovery Inc.

### Key Questions Answered in This Report

1. How big is the global television services market?
2. What is the expected growth rate of the global television services market during 2024-2032?

3. What are the key factors driving the global television services market?
4. What has been the impact of COVID-19 on the global television services market?
5. What is the breakup of the global television services market based on the delivery platform?
6. What is the breakup of the global television services market based on the revenue model?
7. What is the breakup of the global television services market based on the broadcaster type?
8. What are the key regions in the global television services market?
9. Who are the key players/companies in the global television services market?

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