

Global Movie and TV Show Licensing Market Growth (Status and Outlook) 2024-2030

<https://marketpublishers.com/r/GFACFF56A029EN.html>

Date: May 2024

Pages: 82

Price: US\$ 3,660.00 (Single User License)

ID: GFACFF56A029EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

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).

The global Movie and TV Show Licensing market size is projected to grow from US\$ million in 2024 to US\$ million in 2030; it is expected to grow at a CAGR of % from 2024 to 2030.

LPI (LP Information)' newest research report, the “Movie and TV Show Licensing Industry Forecast” looks at past sales and reviews total world Movie and TV Show Licensing sales in 2022, providing a comprehensive analysis by region and market sector of projected Movie and TV Show Licensing sales for 2023 through 2029. With Movie and TV Show Licensing sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Movie and TV Show Licensing industry.

This Insight Report provides a comprehensive analysis of the global Movie and TV Show Licensing landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Movie and TV Show Licensing portfolios and capabilities, market entry strategies,

market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Movie and TV Show Licensing market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Movie and TV Show Licensing and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Movie and TV Show Licensing.

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 presents a comprehensive overview, market shares, and growth opportunities of Movie and TV Show Licensing market by product type, application, key players and key regions and countries.

Segmentation by Type:

Movie Licensing

TV Show Licensing

Segmentation by Application:

SMEs

Large Enterprises

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

ViacomCBS Inc. (VIAC)

Warner Bros

Mattel

WWE

Summit Entertainment

Comcast Corp.

Charter Communications Inc. (CHTR)

The Walt Disney Company

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