

Global Television and Radio Broadcasting Industry 2012-2017: Trend, Profit, and Forecast Analysis, October 2012

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Abstracts

The global television and radio broadcasting industry experienced good growth over the last five years and is expected to grow moderately with a CAGR of 3.8% over next five years (2012-2017) to reach approximately US \$563.6 billion in 2017. The recovery of the industrial and manufacturing sectors has been the major driver for European industry growth.

Lucintel, a leading global management consulting and market research firm, has analyzed the global television and radio broadcasting industry and presents its findings in “Global Television and Radio Broadcasting Industry 2012-2017: Trend, Profit, and Forecast Analysis.”

The television and radio broadcasting industry is forecast to witness growth due to the increasing availability of multichannel television around the world, contributing to rising levels of TV viewing among most audiences, which is expected to reinforce television’s dominance. The regulatory drive on digitization with increasing mobile and broadband penetration will lead to advertising market increases. Internet-based broadcasting, including Internet TV, online radio, and Internet advertising is expected to be the main revenue stream through 2017, with growing dominance of the Internet experience over all content consumption and new streaming services.

As indicated in the study, technological advances are creating new media environments and allowing consumers to enjoy a more involved experience. Structural changes in media markets are also forcing changes in advertising presentation and content, with Internet regulation, and media profitability. Changes in consumer behavior particularly, within the Internet generation have had a profound impact on media consumption

habits.

This study provides an overview of the global television and radio broadcasting industry. The report studies manufacturers serving this segment, providing a five-year annual trend and forecast analysis that highlights market size, profit, and cost structure for North America, Europe, Asia Pacific and the Rest of the World regions.

This comprehensive guide from Lucintel provides readers with valuable information and the tools needed to successfully drive critical business decisions with a thorough understanding of the market's potential. This report will save Lucintel clients hundreds of hours in personal research time on a global market and it offers significant benefits in expanding business opportunities throughout the global television and radio broadcasting industry analysis. In a fast-paced everchanging world, business leaders need every advantage available to them in a timely manner to drive change in the market and to stay ahead of their competition. This report provides business leaders with a keen advantage in this regard by making them aware of emerging trends and demand requirements on an annual basis.

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