

Global Broadcast Media Industry Analysis 2012-2017: Industry Trend, Profit and Forecast Analysis, February 2012

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Abstracts

Background:

The global broadcast media industry offers significant opportunities for industry players due to increasing mobile television subscribers and a surging entertainment and media market. The market is expected to continue its expansion and reach approximately US \$597 billion in 2017 with a CAGR of 4.5% over the next five years (2012–2017).

Lucintel, a leading global management consulting and market research firm, has analyzed the global broadcast media industry market and presents its findings in “Global Broadcast Media Industry 2012-2017: Trend, Profit and Forecast Analysis.”

The global broadcast media industry includes enterprises that create content or acquire the rights to distribute and broadcast content. It consists of all terrestrial, cable, and satellite providers of digital and analog television and radio programming. As per the study, the industry is fragmented, with the top five and top 10 players accounting for approximately 21% and 32% respectively.

Improving economic conditions and more spending by advertisers, coupled with rising online distribution of music, films, TV shows, and video games are expected to be the industry’s major growth drivers. Internet broadcasting is forecast to be the fastest-growing sector as the Internet becomes more dominant in content consumption. The industry is experiencing high competition due to low barriers to entry and an increasing industry growth rate.

As per Lucintel’s study, APAC, Latin America, and Middle East regions are expected

to lead the industry. APAC is estimated to grow at the highest rate during the forecast period. New streaming services, downloads, digital content storage solutions, and the emergence of a new digital distribution model are anticipated to drive spending during 2012–2017.

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 broadcast media industry. In a fast-paced ever-changing 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.

Features and Scope of this Report:

To make any investment or strategic decision, you need adequate and timely information. This market report fulfills this core need. Some of the features of this market report are:

Industry size estimates in terms of (US \$) value by regions and by segments

Global broadcast media industry annual trend (2006-2011) and forecast (2012-2017)

Porter's Five Force analysis

New product launch and M&A activity in global broadcast media industry

Quarterly demand trend (Q1 2010-Q4 2011) and forecast analysis (Q1 2012 – Q4 2012) for global broadcast media industry

Gross and net profit trends in the global broadcast media industry

Cost structure trend in the global as well as regional broadcast media industry

Who Can Benefit From This Report?

This study is intended for senior level executives, sales, marketing and business development professionals at various nodes of value chain of this market. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development

Strategic planning

Business presentation

Determination of market size and trend

Competitive analysis

Resource and Inventory Management

Budgeting

Investment Decision

Research Methodology:

Lucintel has closely tracked and conducted research on hundreds of markets since 1998. This study is a result of years of ongoing research and continuous monitoring of industry dynamics and trends at various nodes of the value chain from both the supply side and the demand side. Lucintel compiles vast amounts of data from numerous sources, validates the integrity of that data, and performs a comprehensive analysis on it. Lucintel then organizes the data, its findings, and insights into a concise report designed to support the strategic decision-making process

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