

Top Five Global Broadcast Media Companies: Performance, Strategies, and Competitive Analysis, September 2013

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Abstracts

Lucintel observes fragmentation of the global broadcast media industry, competitive landscape, and corporate and marketing strategies adopted by the top five global media broadcast companies as some of these factors have significantly impacted the broadcast media industry dynamics. The global media broadcast market is estimated to reach \$597.62 billion by 2017 with a good growth over the next five years (2012-2017). Lucintel, a leading global management consulting and market research firm, has analyzed the top five global broadcast media companies and offers its findings in a comprehensive research report in “Top Five Global Broadcast Media Companies: Performance, Strategies, and Competitive Analysis”.

The competitive landscape of the global broadcast media market has had fluctuations over the last couple of years which has affected the top five companies. The global broadcast media industry is highly fragmented with top three and top five players accounting for approximately 16.5% and 22.8% respectively in 2011. ROW (Rest of World) and APAC (Asia Pacific) emerged as the most growth potential regions during 2006-2011, driven by growth in broadcast media.

Lucintel found that the average gross profit and net profit of the global broadcast media industry were quite high in 2011. Revenue is generated through advertising and subscription services on the internet, cable, and satellite. A combination of factors, such as income level, changing lifestyle, advertiser spending, technological changes, and government regulations significantly impact the industry dynamics. Following are the top five companies of the global broadcast media industry:

Comcast

DIRECTV

Walt Disney

News Corporation

Time Warner

This discussion is limited to a comparative analysis of the subject companies along with their respective company overviews, their geographic footprints, financial metrics, market definition and scope, market performance, market strategies and corporate cultures, business structure, and SWOT analysis.

The data and analysis found in this report can be utilized for a variety of functional business reasons, including: Business Development, Strategic Planning, Determination of Market Size and Trends, Competitive Analysis, Investment Decisions, and Joint Product Development. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in top five global broadcast media. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

Features of This Report:

In Lucintel's newest competitive research study on the world's top five global broadcast media, we have thoroughly profiled following five companies with detailed competitive assessments:

Top Five Global Broadcast Media Companies: Performance, Strategies, and Competitive Analysis

Comcast

DIRECTV

Walt Disney

News Corporation

Time Warner

The detailed analysis of each company offers a critical view into key strategic areas, including:

Company overview

Benchmarking (financial & market)

SWOT analysis

Product positioning

Marketing strategy and tactics

Corporate strategy

To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing global broadcast media. Some of the features of this multiclient market intelligence report are:

Market size estimates in terms of (US \$) value by segments of the global broadcast media.

Regional analysis: global broadcast media breakdown by key regions (e.g., North America, Europe, APAC and ROW)

Market trends, drivers and forecasts

Competitive benchmarking of each players against their financial & market strength

Global and regional market share estimates for the top players

Product line overview and positioning of top players

SWOT analysis of the leaders

Marketing strategy and tactics

Corporate strategy

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