

Top Five Global Television and Radio Broadcasting Companies: Performance, Strategies, and Competitive Analysis, June 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 media broadcast companies as some of the factors to have significantly impacted the broadcast media industry dynamics. The market is expected to witness good growth and reach \$597.62 billion by 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 Television and Radio Broadcasting Companies: Performance, Strategies, and Competitive Analysis”

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

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 impact industry dynamics significantly.

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 global television and radio broadcasting companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

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