

# Asia-Pacific (APAC) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Asia-Pacific (APAC) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Broadcasting & Cable TV in Asia-Pacific industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The Asia-Pacific broadcasting & cable TV market had total revenues of \$149.3 billion in 2022, representing a compound annual growth rate (CAGR) of 0.9% between 2017 and 2022.

The TV advertising segment accounted for the market's largest proportion in 2022, with total revenues of \$71.1 billion, equivalent to 47.6% of the market's overall value.

China accounted for the largest share of 42.7% in the Asia-Pacific broadcasting & cable TV market in 2022.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market in Asia-Pacific

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the broadcasting & cable tv market in Asia-Pacific

Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Asia-Pacific broadcasting & cable tv market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Asia-Pacific broadcasting & cable tv market by value in 2022?

What will be the size of the Asia-Pacific broadcasting & cable tv market in 2027?

What factors are affecting the strength of competition in the Asia-Pacific broadcasting & cable tv market?

How has the market performed over the last five years?

What are the main segments that make up Asia-Pacific's broadcasting & cable tv market?

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