

Australia Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Broadcasting & Cable TV in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-21, and forecast to 2026). 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 Australian broadcasting and cable TV market had total revenues of \$5.5 billion in 2021, representing a compound annual growth rate (CAGR) of -2% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$3.3 billion, equivalent to 60.1% of the market's overall value.

The decline in value seen in this market in recent years is largely the result of the growing competition from subscription video on demand (SoVD) services

SCOPE

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

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

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 Australia broadcasting & cable tv market with five year forecasts by both value and volume

REASONS TO BUY

What was the size of the Australia broadcasting & cable tv market by value in 2021?

What will be the size of the Australia broadcasting & cable tv market in 2026?

What factors are affecting the strength of competition in the Australia broadcasting & cable tv market?

How has the market performed over the last five years?

Who are the top competitors in Australia's broadcasting & cable tv market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Australian Broadcasting Corp
- 8.2. Foxtel Group
- 8.3. Special Broadcasting Service Corp

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Australia broadcasting & cable tv market value: \$ billion, 2016-21

Table 2: Australia broadcasting & cable tv market category segmentation: % share, by value, 2016-2021

Table 3: Australia broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Table 4: Australia broadcasting & cable tv market geography segmentation: \$ billion, 2021

Table 5: Australia broadcasting & cable tv market value forecast: \$ billion, 2021-26

Table 6: Australian Broadcasting Corp: key facts

Table 7: Australian Broadcasting Corp: Key Employees

Table 8: Foxtel Group: key facts

Table 9: Foxtel Group: Key Employees

Table 10: Special Broadcasting Service Corp: key facts

Table 11: Special Broadcasting Service Corp: Key Employees

Table 12: Australia size of population (million), 2017-21

Table 13: Australia gdp (constant 2005 prices, \$ billion), 2017-21

Table 14: Australia gdp (current prices, \$ billion), 2017-21

Table 15: Australia inflation, 2017-21

Table 16: Australia consumer price index (absolute), 2017-21

Table 17: Australia exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Australia broadcasting & cable tv market value: \$ billion, 2016-21

Figure 2: Australia broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Figure 3: Australia broadcasting & cable tv market geography segmentation: % share, by value, 2021

Figure 4: Australia broadcasting & cable tv market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the broadcasting & cable tv market in Australia, 2021

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Australia, 2021

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Australia, 2021

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Australia, 2021

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Australia, 2021

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Australia, 2021

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