

# Australia Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

Australia Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

### Summary

Broadcasting & Cable TV in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, 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 Australian broadcasting & cable TV market had total revenues of \$5.4 billion in 2022, representing a negative compound annual growth rate (CAGR) of 1% between 2017 and 2022.

The TV advertising segment accounted for market's the largest proportion in 2022, with total revenues of \$3.0 billion, equivalent to 54.9% of the market's overall value.

Australia accounted for a small share of 3.6% in the Asia-Pacific broadcasting & cable TV market in 2022. The demand for broadcasting & cable TV in the

country is attributed to economic growth, the growing population, rising consumer disposable income and expenditure, a growing demand for high-quality content and broadcasting services, and a growing need for information and entertainment.

## 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 2022?

What will be the size of the Australia broadcasting & cable tv market in 2027?

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

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