

Australia Digital Media Market Summary, Competitive Analysis and Forecast, 2017-2026

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Abstracts

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SUMMARY

Digital Media in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 digital media market consists of revenues generated by legal downloads or streaming of media content, including music, video, and books.

The Australian digital media market had total revenues of \$1,920.0 million in 2021, representing a compound annual growth rate (CAGR) of 26.3% between 2016 and 2021.

The digital video segment generated the most revenue in 2021, with total revenues of \$900.7 million, equivalent to 46.9% of the market's overall value.

The market grew by over 25% in 2021. This was driven by a strong rebound in digital video, with this seeing a growth of 55% in that year.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the digital media market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the digital media market in Australia

Leading company profiles reveal details of key digital media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia digital media market with five year forecasts

REASONS TO BUY

What was the size of the Australia digital media market by value in 2021?

What will be the size of the Australia digital media market in 2026?

What factors are affecting the strength of competition in the Australia digital media market?

How has the market performed over the last five years?

Who are the top competitors in Australia's digital media market?

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