

Australia Digital Media Market Summary and Forecast

<https://marketpublishers.com/r/A2952C9237F2EN.html>

Date: December 2023

Pages: 49

Price: US\$ 350.00 (Single User License)

ID: A2952C9237F2EN

Abstracts

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Summary

Digital Media in Australia 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 digital media market is segmented into digital music, digital video, and digital books.

The Australian Digital Media market had total revenues of \$4,519.2 million in 2022, representing a compound annual growth rate (CAGR) of 15.3% between 2017 and 2022.

The digital video segment accounted for the market's largest proportion in 2022, with total revenues of \$3,518.9 million, equivalent to 77.9% of the market's overall value.

Australia accounted for a 2.2% share of the digital media market in the Asia-Pacific region.

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 by both value and volume

Reasons to Buy

What was the size of the Australia digital media market by value in 2022?

What will be the size of the Australia digital media market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up Australia's digital media market?

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