

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

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Abstracts

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Summary

Broadcasting & Cable TV in Brazil industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 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 Brazilian broadcasting & cable TV market had total revenues of \$8.5 billion in 2022, representing a compound annual growth rate (CAGR) of -2.9% between 2017 and 2022.

The TV advertising segment accounted for market's the largest proportion in 2022, with total revenues of \$5.3 billion, equivalent to 62.9% of the market's overall value.

High competition from subscription video-on-demand (SVoD) services contributed to the decline in broadcasting & cable TV. According to GlobalData in 2022, SVoD penetration surged to reach 48% from 39% in 2021.

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 Brazil

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

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 Brazil broadcasting & cable tv market with five year forecasts

Reasons to Buy

What was the size of the Brazil broadcasting & cable tv market by value in 2022?

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

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

How has the market performed over the last five years?

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

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