

# **BRIC Countries (Brazil, Russia, India, China) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027**

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## **Abstracts**

BRIC Countries (Brazil, Russia, India, China) Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

### Summary

The BRIC Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-22, 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

Brazil, Russian Federation, India and China (BRIC) are the emerging and fast growing countries within the broadcasting & cable tv industry and had a total market value of \$88.8 billion in 2022. China was the fastest growing country with a CAGR of 3.8% over the 2018-22 period.

Within the broadcasting & cable tv industry, China is the leading country among the BRIC nations with market revenues of \$63.8 billion in 2022. This was followed by India, Brazil and Russia with a value of \$9.2, \$8.5, and \$7.4 billion, respectively.

China is expected to lead the broadcasting & cable tv industry in the BRIC nations with a value of \$66.2 billion in 2027, followed by India, Brazil, Russia with expected values of \$11.1, \$8.2 and \$7.9 billion, respectively.

## Scope

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

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

Leading company profiles reveal details of key broadcasting & cable tv market players' BRIC operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the BRIC broadcasting & cable tv market with five year forecasts

Compares data from Brazil, Russia, India, and China, alongside individual chapters on each country

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up the BRIC broadcasting & cable tv market?

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