

Broadcasting and Cable TV Global Industry Almanac 2015-2024

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Abstracts

Broadcasting and Cable TV Global Industry Almanac 2015-2024

SUMMARY

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The global broadcasting & cable TV market had total revenues of \$438.5bn in 2019, representing a compound annual growth rate (CAGR) of 0.4% between 2015 and 2019.

The TV Advertising segment was the market's most lucrative in 2019, with total revenues of \$197.9bn, equivalent to 45.1% of the market's overall value.

Advertising revenues are under pressure from the digital advertising market. In 2019, US TV ad sales dropped 3% according to data from Magna Global.

SCOPE

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

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

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 global broadcasting & cable tv market with five year forecasts

REASONS TO BUY

What was the size of the global broadcasting & cable tv market by value in 2019?

What will be the size of the global broadcasting & cable tv market in 2024?

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

How has the market performed over the last five years?

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

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