

# Broadcasting & Cable TV in Australia

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## Abstracts

### Broadcasting & Cable TV in Australia

#### Summary

Broadcasting & Cable TV in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

Broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.

The Australian broadcasting & cable TV market recorded revenues of \$5.3 billion in 2023, representing a negative compound annual growth rate (CAGR) of 3.5% between 2018 and 2023.

The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$3.0 billion, equivalent to 56.4% of the market's overall value.

In 2023, the revenue of the Australian broadcasting & cable TV market witnessed an annual contraction of 2.0 % due to the increased competition from other forms of media, including social media, video games, and user-generated content platforms such as YouTube,

## Scope

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

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

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 Australia broadcasting & cable tv market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Australia broadcasting & cable tv market by value in 2023?

What will be the size of the Australia broadcasting & cable tv market in 2028?

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

How has the market performed over the last five years?

How large is Australia's broadcasting & cable tv market in relation to its regional counterparts?

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