

Broadcasting & Cable TV in Brazil

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Abstracts

Summary

Broadcasting & Cable TV in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). 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 market value represents the revenues generated by market players in a specific year.

The Brazilian broadcasting & cable TV market recorded revenues of \$8.6 billion in 2024, representing a negative compound annual growth rate (CAGR) of 3.5% between 2019 and 2024.

The TV advertising segment accounted for the market's largest proportion in 2024, with total revenues of \$6.1 billion, equivalent to 71.7% of the market's overall value.

In 2024, the Brazilian broadcasting & cable TV market witnessed an annual growth of 0.2% due to the increased households with television sets. According to the Socio-Economic Database for Latin America and the Caribbean (SEDLAC), in 2024, households with television sets in Brazil reached 79.2 million, up 2.9% from 2023.

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 2024?

What will be the size of the Brazil broadcasting & cable tv market in 2029?

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?

What are the main segments that make up Brazil's broadcasting & cable tv market?

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