

Broadcasting and Cable TV in Brazil

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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 size (value and volume 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 biotechnology market consists of the development, manufacturing, and marketing of products based on advanced biotechnology research.

The Brazilian broadcasting & cable TV market had total revenues of \$12.8bn in 2019, representing a compound annual growth rate (CAGR) of 3.1% between 2015 and 2019.

The TV Advertising segment was the market's most lucrative in 2019, with total revenues of \$8.5bn, equivalent to 66.2% of the market's overall value.

Although advertising accounts for the largest share of the broadcasting and cable TV market, revenues from this segment are under threat from digital channels.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, 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 by both value and volume

REASONS TO BUY

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

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

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?

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

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Globo Comunicacao e Participacoes S.A.
- 8.2. Sistema Brasileiro de Televisao Ltda.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

- Table 1: Brazil broadcasting & cable tv market value: \$ billion, 2015-19
- Table 2: Brazil broadcasting & cable tv market category segmentation: \$ billion, 2019
- Table 3: Brazil broadcasting & cable tv market geography segmentation: \$ billion, 2019
- Table 4: Brazil broadcasting & cable tv market value forecast: \$ billion, 2019-24
- Table 5: Globo Comunicacao e Participacoes S.A.: key facts
- Table 6: Globo Comunicacao e Participacoes S.A.: Key Employees
- Table 7: Sistema Brasileiro de Televisao Ltda.: key facts
- Table 8: Brazil size of population (million), 2015-19
- Table 9: Brazil gdp (constant 2005 prices, \$ billion), 2015-19
- Table 10: Brazil gdp (current prices, \$ billion), 2015-19
- Table 11: Brazil inflation, 2015-19
- Table 12: Brazil consumer price index (absolute), 2015-19
- Table 13: Brazil exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: Brazil broadcasting & cable tv market value: \$ billion, 2015-19

Figure 2: Brazil broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 3: Brazil broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 4: Brazil broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the broadcasting & cable tv market in Brazil, 2019

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Brazil, 2019

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Brazil, 2019

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Brazil, 2019

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Brazil, 2019

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Brazil, 2019

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