

# Broadcasting & Cable TV in Canada

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## Abstracts

### Summary

Broadcasting & Cable TV in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Canadian broadcasting & cable TV market recorded revenues of \$10.3 billion in 2024, representing a compound annual growth rate (CAGR) of 0.5% between 2019 and 2024.

The TV subscriptions segment accounted for the market's largest proportion in 2024, with total revenues of \$7.0 billion, equivalent to 68.1% of the market's overall value.

In 2024, the Canadian broadcasting & cable TV market witnessed an annual growth of 1.7% due to the increased households with television sets. According to Statistics Canada, in 2024, households with television sets in Canada reached 7.1 million, up 1.3% 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 Canada

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

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

## Reasons to Buy

What was the size of the Canada broadcasting & cable tv market by value in 2024?

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

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

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