

# Broadcasting & Cable TV in China

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## Abstracts

### Broadcasting & Cable TV in China

#### Summary

Broadcasting & Cable TV in China industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Chinese broadcasting & cable TV market recorded revenues of \$65.8 billion in 2023, representing a compound annual growth rate (CAGR) of 3.5% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$37.8 billion, equivalent to 57.4% of the market's overall value.

According to GlobalData, in 2023, China holding a share of 43.7%, was the largest broadcasting & cable TV market in Asia-Pacific. The dominant position of the country is attributed to its large population and therefore higher penetration of TV sets and cable connections.

## Scope

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

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

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

## Reasons to Buy

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

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

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

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