

# Broadcasting & Cable TV in Europe

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## Abstracts

Broadcasting & Cable TV in Europe 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 European broadcasting & cable TV market recorded revenues of \$97.9 billion in 2024, representing a negative compound annual growth rate (CAGR) of 2.2% between 2019 and 2024.

The TV subscriptions segment accounted for the market's largest proportion in 2024, with total revenues of \$39.8 billion, equivalent to 40.6% of the market's overall value.

In 2024, the European broadcasting & cable TV market witnessed an annual growth of 1.6% due to the increased households with television sets. According to the National Institute for Statistics and Economic Studies - France, in 2024, households with television sets in France reached 30.0 million, up 0.5% 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 Europe

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

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 Europe broadcasting & cable tv market with five year forecasts

## **Reasons to Buy**

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

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

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

How has the market performed over the last five years?

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

## 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 key market players?
- 7.2. What strategies do the key market players follow?
- 7.3. What are the most recent developments in the market?

## **8 COMPANY PROFILES**

- 8.1. Sky UK Ltd
- 8.2. RTL Group SA
- 8.3. Vivendi SA
- 8.4. MFE-MediaForEurope NV
- 8.5. Television Francaise 1 SA

## **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: Europe broadcasting & cable TV market value: \$ billion, 2019-24

Table 2: Europe broadcasting & cable TV market category segmentation: % share, by value, 2019-24

Table 3: Europe broadcasting & cable TV market category segmentation: \$ billion, 2019-24

Table 4: Europe broadcasting & cable TV market geography segmentation: \$ billion, 2024

Table 5: Europe broadcasting & cable TV market value forecast: \$ billion, 2024-29

Table 6: Sky UK Ltd: Key Facts

Table 7: Sky UK Ltd: Key Employees

Table 8: RTL Group SA: Key Facts

Table 9: RTL Group SA: Annual Financial Ratios

Table 10: RTL Group SA: Key Employees

Table 11: RTL Group SA: Key Employees Continued

Table 12: Vivendi SA: Key Facts

Table 13: Vivendi SA: Annual Financial Ratios

Table 14: Vivendi SA: Key Employees

Table 15: MFE-MediaForEurope NV: Key Facts

Table 16: MFE-MediaForEurope NV: Annual Financial Ratios

Table 17: MFE-MediaForEurope NV: Key Employees

Table 18: Television Francaise 1 SA: Key Facts

Table 19: Television Francaise 1 SA: Annual Financial Ratios

Table 20: Television Francaise 1 SA: Key Employees

Table 21: Europe Size of Population (Million), 2020-24

Table 22: Europe Real GDP (Constant 2010 Prices, \$ Billion), 2020-24

Table 23: Europe GDP (Current Prices, \$ Billion), 2020-24

Table 24: Europe Inflation, 2020-24

Table 25: Europe Consumer Price Index (Absolute), 2020-24

Table 26: Europe Exchange Rate, 2019-24

## List Of Figures

### LIST OF FIGURES

Figure 1: Europe broadcasting & cable TV market value: \$ billion, 2019-24

Figure 2: Europe broadcasting & cable TV market category segmentation: \$ billion, 2019-24

Figure 3: Europe broadcasting & cable TV market geography segmentation: % share, by value, 2024

Figure 4: Europe broadcasting & cable TV market value forecast: \$ billion, 2024-29

Figure 5: Forces driving competition in the broadcasting & cable TV market in Europe, 2024

Figure 6: Drivers of buyer power in the broadcasting & cable TV market in Europe, 2024

Figure 7: Drivers of supplier power in the broadcasting & cable TV market in Europe, 2024

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable TV market in Europe, 2024

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable TV market in Europe, 2024

Figure 10: Drivers of degree of rivalry in the broadcasting & cable TV market in Europe, 2024

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