

# Broadcasting & Cable TV in France

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## Abstracts

### Broadcasting & Cable TV in France

#### Summary

Broadcasting & Cable TV in France industry profile provides top-line qualitative and quantitative summary information including: market size (value 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 French broadcasting & cable TV market recorded revenues of \$7.8 billion in 2023, representing a negative compound annual growth rate (CAGR) of 11.0% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$4.0 billion, equivalent to 51.3% of the market's overall value.

The contraction of the French broadcasting & cable TV market during the historic period is attributed to the shift in consumer preference towards over-the-top (OTT) streaming services such as Netflix and Amazon Prime Video, significantly impacting traditional TV viewership. According to GlobalData, in 2023, France recorded 4.4 million net additions to its subscription video-on-

demand (SVoD) accounts.

## 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 France

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

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 France broadcasting & cable tv market with five year forecasts

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

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