

# Broadcasting & Cable TV in India

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## Abstracts

### Broadcasting & Cable TV in India

#### Summary

Broadcasting & Cable TV in India 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 Indian broadcasting & cable TV market recorded revenues of \$8.8 billion in 2023, representing a negative compound annual growth rate (CAGR) of 1.0% between 2018 and 2023.

The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$4.5 billion, equivalent to 51.2% of the market's overall value.

In 2023, the revenue of the Indian broadcasting & cable TV market witnessed an annual growth of 1.3%, mainly driven by the rise in TV advertising revenues

#### 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 India

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

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 India broadcasting & cable tv market with five year forecasts

## Reasons to Buy

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

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

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

How has the market performed over the last five years?

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

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