

Broadcasting and Cable TV in India

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Abstracts

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SUMMARY

Broadcasting & Cable TV in India industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The biotechnology market consists of the development, manufacturing, and marketing of products based on advanced biotechnology research.

The Indian broadcasting & cable TV market had total revenues of \$10.4bn in 2019, representing a compound annual growth rate (CAGR) of 5% between 2015 and 2019.

The TV Subscriptions segment was the market's most lucrative in 2019, with total revenues of \$5.7bn, equivalent to 55% of the market's overall value.

The Telecom Regulatory Authority of India (TRAI) introduced New Tariff Order (NTO) at the start of 2019, allowing viewers to select the channels they wanted to watch and pay the maximum retail price (MRP) set by broadcasters for each channel or for a collection of channels.

SCOPE

Broadcasting and Cable TV in India

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 by both value and volume

REASONS TO BUY

What was the size of the India broadcasting & cable tv market by value in 2019?

What will be the size of the India broadcasting & cable tv market in 2024?

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?

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 leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Zee Kalinga
- 8.2. Prasar Bharati
- 8.3. New Delhi Television Ltd
- 8.4. Sun TV Network Ltd

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: India broadcasting & cable tv market value: \$ billion, 2015-19
- Table 2: India broadcasting & cable tv market category segmentation: \$ billion, 2019
- Table 3: India broadcasting & cable tv market geography segmentation: \$ billion, 2019
- Table 4: India broadcasting & cable tv market value forecast: \$ billion, 2019-24
- Table 5: Zee Kalinga: key facts
- Table 6: Prasar Bharati: key facts
- Table 7: Prasar Bharati: Key Employees
- Table 8: New Delhi Television Ltd: key facts
- Table 9: New Delhi Television Ltd: Key Employees
- Table 10: Sun TV Network Ltd: key facts
- Table 11: Sun TV Network Ltd: Key Employees
- Table 12: India size of population (million), 2015-19
- Table 13: India gdp (constant 2005 prices, \$ billion), 2015-19
- Table 14: India gdp (current prices, \$ billion), 2015-19
- Table 15: India inflation, 2015-19
- Table 16: India consumer price index (absolute), 2015-19
- Table 17: India exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

Figure 1: India broadcasting & cable tv market value: \$ billion, 2015-19

Figure 2: India broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 3: India broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 4: India broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the broadcasting & cable tv market in India, 2019

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in India, 2019

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in India, 2019

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in India, 2019

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in India, 2019

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in India, 2019

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