

Broadcasting & Cable TV in Japan

<https://marketpublishers.com/r/B946169FC0E3EN.html>

Date: December 2025

Pages: 44

Price: US\$ 350.00 (Single User License)

ID: B946169FC0E3EN

Abstracts

Summary

Broadcasting & Cable TV in Japan industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 Japanese broadcasting & cable TV market recorded revenues of \$27.1 billion in 2024, representing a negative compound annual growth rate (CAGR) of 4.7% between 2019 and 2024.

The TV advertising segment accounted for the market's largest proportion in 2024, with total revenues of \$18.2 billion, equivalent to 67.4% of the market's overall value.

In 2024, the Japanese broadcasting & cable TV market witnessed an annual contraction of 1.2%, driven by the rapid migration of consumers to streaming platforms and social media.

Scope

Broadcasting & Cable TV in Japan

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Japan's broadcasting & cable tv market?

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