

Broadcasting & Cable TV in Mexico

<https://marketpublishers.com/r/B5EF0A8A92DDEN.html>

Date: July 2024

Pages: 40

Price: US\$ 350.00 (Single User License)

ID: B5EF0A8A92DDEN

Abstracts

Broadcasting & Cable TV in Mexico

Summary

Broadcasting & Cable TV in Mexico 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 Mexican broadcasting & cable TV market had total revenues of \$5.8 billion in 2023, representing a negative compound annual growth rate (CAGR) of 2.3% between 2018 and 2023.

The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$3 billion, equivalent to 50.9% of the market's overall value.

According to GlobalData, Mexico accounted for 3.3% of North America's market share in 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 Mexico

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

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 Mexico broadcasting & cable tv market with five year forecasts

Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Mexico'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. Grupo Televisa S.A.B.
- 8.2. TV Azteca SAB de CV
- 8.3. Grupo Multimedios, S.A DE C.V.

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: Mexico broadcasting & cable tv market value: \$ billion, 2018-23

Table 2: Mexico broadcasting & cable tv market category segmentation: % share, by value, 2018-2023

Table 3: Mexico broadcasting & cable tv market category segmentation: \$ billion, 2018-2023

Table 4: Mexico broadcasting & cable tv market geography segmentation: \$ billion, 2023

Table 5: Mexico broadcasting & cable tv market value forecast: \$ billion, 2023-28

Table 6: Grupo Televisa S.A.B.: key facts

Table 7: Grupo Televisa S.A.B.: Annual Financial Ratios

Table 8: Grupo Televisa S.A.B.: Key Employees

Table 9: TV Azteca SAB de CV: key facts

Table 10: TV Azteca SAB de CV: Annual Financial Ratios

Table 11: TV Azteca SAB de CV: Key Employees

Table 12: Grupo Multimedios, S.A DE C.V.: key facts

Table 13: Grupo Multimedios, S.A DE C.V.: Key Employees

Table 14: Mexico size of population (million), 2019-23

Table 15: Mexico real gdp (constant 2010 prices, \$ billion), 2019-23

Table 16: Mexico gdp (current prices, \$ billion), 2019-23

Table 17: Mexico inflation, 2019-23

Table 18: Mexico consumer price index (absolute), 2019-23

Table 19: Mexico exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

Figure 1: Mexico broadcasting & cable tv market value: \$ billion, 2018-23

Figure 2: Mexico broadcasting & cable tv market category segmentation: \$ billion, 2018-2023

Figure 3: Mexico broadcasting & cable tv market geography segmentation: % share, by value, 2023

Figure 4: Mexico broadcasting & cable tv market value forecast: \$ billion, 2023-28

Figure 5: Forces driving competition in the broadcasting & cable tv market in Mexico, 2023

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Mexico, 2023

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Mexico, 2023

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Mexico, 2023

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Mexico, 2023

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Mexico, 2023

I would like to order

Product name: Broadcasting & Cable TV in Mexico

Product link: <https://marketpublishers.com/r/B5EF0A8A92DDEN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B5EF0A8A92DDEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970