

Broadcasting & Cable TV in North America

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Abstracts

Broadcasting & Cable TV in North America

Summary

Broadcasting & Cable TV in North America industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 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 North American broadcasting & cable TV market had total revenues of \$160.6 billion in 2023, representing a negative compound annual growth rate (CAGR) of 6.1% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$89 billion, equivalent to 55.4% of the market's overall value.

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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 North America

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in North America'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. AT&T Inc
- 8.2. Comcast Corporation
- 8.3. Grupo Televisa S.A.B.
- 8.4. Paramount Global Inc
- 8.5. Rogers Communications, Inc.

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

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

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

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

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

Table 6: AT&T Inc: key facts

Table 7: AT&T Inc: Annual Financial Ratios

Table 8: AT&T Inc: Key Employees

Table 9: Comcast Corporation: key facts

Table 10: Comcast Corporation: Annual Financial Ratios

Table 11: Comcast Corporation: Key Employees

Table 12: Comcast Corporation: Key Employees Continued

Table 13: Comcast Corporation: Key Employees Continued

Table 14: Comcast Corporation: Key Employees Continued

Table 15: Grupo Televisa S.A.B.: key facts

Table 16: Grupo Televisa S.A.B.: Annual Financial Ratios

Table 17: Grupo Televisa S.A.B.: Key Employees

Table 18: Paramount Global Inc: key facts

Table 19: Paramount Global Inc: Annual Financial Ratios

Table 20: Paramount Global Inc: Key Employees

Table 21: Paramount Global Inc: Key Employees Continued

Table 22: Paramount Global Inc: Key Employees Continued

Table 23: Rogers Communications, Inc.: key facts

Table 24: Rogers Communications, Inc.: Annual Financial Ratios

Table 25: Rogers Communications, Inc.: Key Employees

Table 26: North America exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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