

Broadcasting & Cable TV in Russia

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Abstracts

Broadcasting & Cable TV in Russia

Summary

Broadcasting & Cable TV in Russia industry profile provides top-line qualitative and quantitative summary information including: 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 Russian broadcasting & cable TV market had total revenues of \$7.3 billion in 2023, representing a compound annual growth rate (CAGR) of 0.3% between 2018 and 2023.

The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$2.7 billion, equivalent to 37.7% of the market's overall value.

According to GlobalData, in 2023, Russia accounted for a share of 7.2% in the European broadcasting & cable TV market.

Scope

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

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

How large is Russia's broadcasting & cable tv market in relation to its regional counterparts?

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