

Broadcasting & Cable TV in Singapore

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Abstracts

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Summary

Broadcasting & Cable TV in Singapore 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 Singaporean broadcasting & cable TV market recorded revenues of \$0.9 billion in 2023, representing a negative compound annual growth rate (CAGR) of 2.8% between 2018 and 2023.

The TV advertising segment accounted for the market's largest proportion in 2023, with total revenues of \$0.5 billion, equivalent to 61% of the market's overall value.

The contraction of the Singaporean broadcasting & cable TV market during 2018-23 is attributed to the decline in Pay TV subscriptions. According to GlobalData, in 2023, the total Pay TV subscriptions in Singapore reached 548,600.

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 Singapore

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

What are the main segments that make up Singapore'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. MediaCorp Pte Ltd
- 8.2. Singapore Telecommunications Ltd
- 8.3. StarHub 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: Singapore broadcasting & cable tv market value: \$ billion, 2018-23
- Table 2: Singapore broadcasting & cable tv market category segmentation: % share, by value, 2018-2023
- Table 3: Singapore broadcasting & cable tv market category segmentation: \$ billion, 2018-2023
- Table 4: Singapore broadcasting & cable tv market geography segmentation: \$ billion, 2023
- Table 5: Singapore broadcasting & cable tv market value forecast: \$ billion, 2023-28
- Table 6: MediaCorp Pte Ltd: key facts
- Table 7: MediaCorp Pte Ltd: Key Employees
- Table 8: Singapore Telecommunications Ltd: key facts
- Table 9: Singapore Telecommunications Ltd: Annual Financial Ratios
- Table 10: Singapore Telecommunications Ltd: Key Employees
- Table 11: StarHub Ltd: key facts
- Table 12: StarHub Ltd: Annual Financial Ratios
- Table 13: StarHub Ltd: Key Employees
- Table 14: Singapore size of population (million), 2019-23
- Table 15: Singapore real gdp (constant 2010 prices, \$ billion), 2019-23
- Table 16: Singapore gdp (current prices, \$ billion), 2019-23
- Table 17: Singapore inflation, 2019-23
- Table 18: Singapore consumer price index (absolute), 2019-23
- Table 19: Singapore exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

- Figure 1: Singapore broadcasting & cable tv market value: \$ billion, 2018-23
- Figure 2: Singapore broadcasting & cable tv market category segmentation: \$ billion, 2018-2023
- Figure 3: Singapore broadcasting & cable tv market geography segmentation: % share, by value, 2023
- Figure 4: Singapore broadcasting & cable tv market value forecast: \$ billion, 2023-28
- Figure 5: Forces driving competition in the broadcasting & cable tv market in Singapore, 2023
- Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Singapore, 2023
- Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Singapore, 2023
- Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Singapore, 2023
- Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Singapore, 2023
- Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Singapore, 2023

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