

Broadcasting and Cable TV in South Korea

<https://marketpublishers.com/r/B4A3579DE6EEN.html>

Date: August 2020

Pages: 32

Price: US\$ 350.00 (Single User License)

ID: B4A3579DE6EEN

Abstracts

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SUMMARY

Broadcasting & Cable TV in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The biotechnology market consists of the development, manufacturing, and marketing of products based on advanced biotechnology research.

The South Korean broadcasting & cable TV market had total revenues of \$5.8bn in 2019, representing a compound annual growth rate (CAGR) of 2.3% between 2015 and 2019.

The TV License or public funds segment was the market's most lucrative in 2019, with total revenues of \$2.4bn, equivalent to 41.6% of the market's overall value.

KBS, South Korea's public broadcasting company, is funded by public revenues from a television license fee from each of the 18.5 million South Korean households with a television set.

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 South Korea

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

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 South Korea broadcasting & cable tv market with five year forecasts

REASONS TO BUY

What was the size of the South Korea broadcasting & cable tv market by value in 2019?

What will be the size of the South Korea broadcasting & cable tv market in 2024?

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

How has the market performed over the last five years?

What are the main segments that make up South Korea'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 leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Seoul Broadcasting System
- 8.2. Korean Broadcasting System
- 8.3. Munhwa Broadcasting Corporation

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: South Korea broadcasting & cable tv market value: \$ billion, 2015-19
- Table 2: South Korea broadcasting & cable tv market category segmentation: \$ billion, 2019
- Table 3: South Korea broadcasting & cable tv market geography segmentation: \$ billion, 2019
- Table 4: South Korea broadcasting & cable tv market value forecast: \$ billion, 2019-24
- Table 5: Seoul Broadcasting System: key facts
- Table 6: Seoul Broadcasting System: Key Employees
- Table 7: Korean Broadcasting System: key facts
- Table 8: Korean Broadcasting System: Key Employees
- Table 9: Munhwa Broadcasting Corporation: key facts
- Table 10: Munhwa Broadcasting Corporation: Key Employees
- Table 11: South Korea size of population (million), 2015-19
- Table 12: South Korea gdp (constant 2005 prices, \$ billion), 2015-19
- Table 13: South Korea gdp (current prices, \$ billion), 2015-19
- Table 14: South Korea inflation, 2015-19
- Table 15: South Korea consumer price index (absolute), 2015-19
- Table 16: South Korea exchange rate, 2015-19

List Of Figures

LIST OF FIGURES

- Figure 1: South Korea broadcasting & cable tv market value: \$ billion, 2015-19
- Figure 2: South Korea broadcasting & cable tv market category segmentation: % share, by value, 2019
- Figure 3: South Korea broadcasting & cable tv market geography segmentation: % share, by value, 2019
- Figure 4: South Korea broadcasting & cable tv market value forecast: \$ billion, 2019-24
- Figure 5: Forces driving competition in the broadcasting & cable tv market in South Korea, 2019
- Figure 6: Drivers of buyer power in the broadcasting & cable tv market in South Korea, 2019
- Figure 7: Drivers of supplier power in the broadcasting & cable tv market in South Korea, 2019
- Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in South Korea, 2019
- Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in South Korea, 2019
- Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in South Korea, 2019

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