

Broadcasting & Cable TV in Turkey

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Abstracts

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Summary

Broadcasting & Cable TV in Turkey 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 Turkish broadcasting & cable TV market recorded revenues of \$0.6 billion in 2023, representing a negative compound annual growth rate (CAGR) of 19.7% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$283.4 million, equivalent to 46.1% of the market's overall value.

In 2023, the revenue of the Turkish broadcasting & cable TV market witnessed an annual contraction of 3.0% due to the increased competition from social media, video games, and user-generated content platforms such as YouTube, which diverted attention from traditional TV.

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 Turkey

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

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

Reasons to Buy

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

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

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

How has the market performed over the last five years?

Who are the top competitors in Turkey'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 are the strengths of the leading players?
- 7.3. What are the most recent developments in the market?

8 COMPANY PROFILES

- 8.1. Dogan Sirketler Grubu Holding A.S.
- 8.2. Digiturk
- 8.3. Turkish Radio and Television 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: Turkey broadcasting & cable tv market value: \$ billion, 2018-23

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

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

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

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

Table 6: Dogan Sirketler Grubu Holding A.S.: key facts

Table 7: Dogan Sirketler Grubu Holding A.S.: Annual Financial Ratios

Table 8: Dogan Sirketler Grubu Holding A.S.: Key Employees

Table 9: Digiturk: key facts

Table 10: Digiturk: Key Employees

Table 11: Turkish Radio and Television Corporation: key facts

Table 12: Turkish Radio and Television Corporation: Key Employees

Table 13: Turkey size of population (million), 2019-23

Table 14: Turkey real gdp (constant 2010 prices, \$ billion), 2019-23

Table 15: Turkey gdp (current prices, \$ billion), 2019-23

Table 16: Turkey inflation, 2019-23

Table 17: Turkey consumer price index (absolute), 2019-23

Table 18: Turkey exchange rate, 2018-23

List Of Figures

LIST OF FIGURES

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

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

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

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

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

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

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

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

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

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

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