

Broadcasting and Cable TV in Australia - Market Summary, Competitive Analysis and Forecast to 2025

<https://marketpublishers.com/r/B7A7734F39C2EN.html>

Date: August 2021

Pages: 35

Price: US\$ 350.00 (Single User License)

ID: B7A7734F39C2EN

Abstracts

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SUMMARY

Broadcasting & Cable TV in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The Australian broadcasting & cable TV market had total revenues of \$5,008.8m in 2020, representing a compound annual rate of change (CARC) of -2.5% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$2,560.4m, equivalent to 51.1% of the market's overall value.

The decline in value seen in this market in recent years is largely the result of the growing competition from subscription video on demand (SoVD) services.

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 Australia

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

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 Australia broadcasting & cable tv market with five year forecasts

REASONS TO BUY

What was the size of the Australia broadcasting & cable tv market by value in 2020?

What will be the size of the Australia broadcasting & cable tv market in 2025?

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

How has the market performed over the last five years?

What are the main segments that make up Australia's broadcasting & cable tv market?

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