

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

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Abstracts

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SUMMARY

Broadcasting & Cable TV in Brazil industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Brazilian broadcasting & cable TV market had total revenues of \$7,793.8m in 2020, representing a compound annual rate of change (CARC) of -3.7% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$4,950.3m, equivalent to 63.5% of the market's overall value.

In 2020, the market declined particularly steeply amid the COVID-19 pandemic. Both Pay-TV and advertising revenues tumbled, with high unemployment reducing spend on TV subscriptions, while advertisers tightened spend in a bid to ride out the economic turbulence brought about by COVID-19.

SCOPE

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

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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