

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

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## Abstracts

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### SUMMARY

Broadcasting & Cable TV in China 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 Chinese broadcasting & cable TV market had total revenues of \$55,493.2m in 2020, representing a compound annual growth rate (CAGR) of 5.3% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$28,522.8m, equivalent to 51.4% of the market's overall value.

The sheer size of the Chinese population has resulted in China possessing the largest television audience in the world.

## 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 China

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

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 China broadcasting & cable tv market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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