

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

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## Abstracts

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### SUMMARY

Broadcasting & Cable TV in Italy 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 Italian broadcasting & cable TV market had total revenues of \$8,633.7m in 2020, representing a compound annual rate of change (CARC) of -1.1% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$4,069.6m, equivalent to 47.1% of the market's overall value.

Younger age groups are using substitutes, such as gaming or streaming shows, and mediums such as Netflix and Amazon Prime, more than older citizens, and this has caused a decline in the market.

## 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 Italy

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

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 Italy broadcasting & cable tv market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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