

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

<https://marketpublishers.com/r/B94B98600051EN.html>

Date: August 2021

Pages: 39

Price: US\$ 350.00 (Single User License)

ID: B94B98600051EN

Abstracts

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

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?

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 leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Mediaset S.p.A.
- 8.2. Cairo Communication S.p.A.
- 8.3. Sky Limited

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

12. LIST OF TABLES

- Table 1: Italy broadcasting & cable tv market value: \$ billion, 2016-20
- Table 2: Italy broadcasting & cable tv market category segmentation: \$ billion, 2020
- Table 3: Italy broadcasting & cable tv market geography segmentation: \$ billion, 2020
- Table 4: Italy broadcasting & cable tv market value forecast: \$ billion, 2020-25
- Table 5: Mediaset S.p.A.: key facts
- Table 6: Mediaset S.p.A.: Annual Financial Ratios
- Table 7: Mediaset S.p.A.: Key Employees
- Table 8: Cairo Communication S.p.A.: key facts
- Table 9: Cairo Communication S.p.A.: Annual Financial Ratios
- Table 10: Cairo Communication S.p.A.: Key Employees
- Table 11: Sky Limited: key facts
- Table 12: Sky Limited: Key Employees
- Table 13: Italy size of population (million), 2016-20
- Table 14: Italy gdp (constant 2005 prices, \$ billion), 2016-20
- Table 15: Italy gdp (current prices, \$ billion), 2016-20

Table 16: Italy inflation, 2016-20

Table 17: Italy consumer price index (absolute), 2016-20

Table 18: Italy exchange rate, 2016-20

12. LIST OF FIGURES

Figure 1: Italy broadcasting & cable tv market value: \$ billion, 2016-20

Figure 2: Italy broadcasting & cable tv market category segmentation: % share, by value, 2020

Figure 3: Italy broadcasting & cable tv market geography segmentation: % share, by value, 2020

Figure 4: Italy broadcasting & cable tv market value forecast: \$ billion, 2020-25

Figure 5: Forces driving competition in the broadcasting & cable tv market in Italy, 2020

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Italy, 2020

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Italy, 2020

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Italy, 2020

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Italy, 2020

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Italy, 2020

I would like to order

Product name: Broadcasting and Cable TV in Italy - Market Summary, Competitive Analysis and Forecast to 2025

Product link: <https://marketpublishers.com/r/B94B98600051EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B94B98600051EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

