

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

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## Abstracts

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### SUMMARY

Broadcasting & Cable TV in Japan 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 Japanese broadcasting & cable TV market had total revenues of \$38,713.7m in 2020, representing a compound annual growth rate (CAGR) of 0.2% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$16,642.1m, equivalent to 43% of the market's overall value.

In 2020, the market declined 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 Japan

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

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

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

## 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. Asahi Broadcasting Group Holdings Corporation
- 8.2. Fuji Media Holdings Inc
- 8.3. Nippon Television Holdings, Inc.
- 8.4. TBS Holdings Inc

## **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: Japan broadcasting & cable tv market value: \$ billion, 2016-20
- Table 2: Japan broadcasting & cable tv market category segmentation: \$ billion, 2020
- Table 3: Japan broadcasting & cable tv market geography segmentation: \$ billion, 2020
- Table 4: Japan broadcasting & cable tv market value forecast: \$ billion, 2020-25
- Table 5: Asahi Broadcasting Group Holdings Corporation: key facts
- Table 6: Asahi Broadcasting Group Holdings Corporation: Annual Financial Ratios
- Table 7: Asahi Broadcasting Group Holdings Corporation: Key Employees
- Table 8: Fuji Media Holdings Inc: key facts
- Table 9: Fuji Media Holdings Inc: Annual Financial Ratios
- Table 10: Fuji Media Holdings Inc: Key Employees
- Table 11: Nippon Television Holdings, Inc.: key facts
- Table 12: Nippon Television Holdings, Inc.: Annual Financial Ratios
- Table 13: Nippon Television Holdings, Inc.: Key Employees
- Table 14: TBS Holdings Inc: key facts

- Table 15: TBS Holdings Inc: Annual Financial Ratios  
Table 16: TBS Holdings Inc: Key Employees  
Table 17: TBS Holdings Inc: Key Employees Continued  
Table 18: Japan size of population (million), 2016-20  
Table 19: Japan gdp (constant 2005 prices, \$ billion), 2016-20  
Table 20: Japan gdp (current prices, \$ billion), 2016-20  
Table 21: Japan inflation, 2016-20  
Table 22: Japan consumer price index (absolute), 2016-20  
Table 23: Japan exchange rate, 2016-20

## 12. LIST OF FIGURES

- Figure 1: Japan broadcasting & cable tv market value: \$ billion, 2016-20  
Figure 2: Japan broadcasting & cable tv market category segmentation: % share, by value, 2020  
Figure 3: Japan broadcasting & cable tv market geography segmentation: % share, by value, 2020  
Figure 4: Japan broadcasting & cable tv market value forecast: \$ billion, 2020-25  
Figure 5: Forces driving competition in the broadcasting & cable tv market in Japan, 2020  
Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Japan, 2020  
Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Japan, 2020  
Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Japan, 2020  
Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Japan, 2020  
Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Japan, 2020

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