

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

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Abstracts

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SUMMARY

Broadcasting & Cable TV in North America industry profile provides top-line qualitative and quantitative summary information including: market share, 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 North American broadcasting & cable TV market had total revenues of \$170,804.4m in 2020, representing a compound annual rate of change (CARC) of -2.2% between 2016 and 2020.

The TV subscriptions segment was the market's most lucrative in 2020, with total revenues of \$94,156.6m, equivalent to 55.1% of the market's overall value.

The COVID-19 pandemic and associated lockdowns led to a surge in subscribers for the leading streaming platforms, which negatively impacted this market in 2020.

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 North America

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

Who are the top competitors in North America's broadcasting & cable tv market?

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