

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

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Abstracts

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SUMMARY

Broadcasting & Cable TV in South Africa 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 South African broadcasting & cable TV market had total revenues of \$2,023.5m in 2020, representing a compound annual growth rate (CAGR) of 2.1% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$1,075.8m, equivalent to 53.2% of the market's overall value.

The pay-TV sector's subscription revenue has been the main driver behind the overall revenue growth in the TV market and is expected to add an additional 1.5 million households from 2017 to 2022.

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 South Africa

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

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 South Africa broadcasting & cable tv market with five year forecasts

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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