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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.

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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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