

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

<https://marketpublishers.com/r/BB8F060BD4EDEN.html>

Date: August 2021

Pages: 29

Price: US\$ 350.00 (Single User License)

ID: BB8F060BD4EDEN

## Abstracts

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### SUMMARY

Broadcasting & Cable TV in South Korea 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 Korean broadcasting & cable TV market had total revenues of \$8,864.8m in 2020, representing a compound annual growth rate (CAGR) of 1.5% between 2016 and 2020.

The TV license or public funds segment was the market's most lucrative in 2020, with total revenues of \$5,470.5m, equivalent to 61.7% of the market's overall value.

As this market is mainly reliant on TV license fees, growth tends to remain relatively steady. However, a decline in TV subscriptions and television advertising in 2018 and 2019 offset any growth seen in the licence fees

segment.

## 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 Korea

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

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 Korea broadcasting & cable tv market with five year forecasts

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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