

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

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Abstracts

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SUMMARY

Broadcasting & Cable TV in Turkey 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 Turkish broadcasting & cable TV market had total revenues of \$746.9m in 2020, representing a compound annual rate of change (CARC) of -0.4% between 2016 and 2020.

The TV advertising segment was the market's most lucrative in 2020, with total revenues of \$444.1m, equivalent to 59.5% of the market's overall value.

The Turkish market is highly saturated, boasting one of the world's highest average viewing figures and is also the second largest distributor of global television content finding large audiences in Russia, China, Korea and Latin America. A saturated market makes it difficult to achieve growth.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, and leading players in the broadcasting & cable tv market in Turkey

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is Turkey'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. How has the regulatory environment affected the Turkish market?

8 COMPANY PROFILES

- 8.1. Dogan Sirketler Grubu Holding A.S.
- 8.2. Digiturk

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: Turkey broadcasting & cable tv market value: \$ billion, 2016-20
- Table 2: Turkey broadcasting & cable tv market category segmentation: \$ billion, 2020
- Table 3: Turkey broadcasting & cable tv market geography segmentation: \$ billion, 2020
- Table 4: Turkey broadcasting & cable tv market value forecast: \$ billion, 2020-25
- Table 5: Dogan Sirketler Grubu Holding A.S.: key facts
- Table 6: Dogan Sirketler Grubu Holding A.S.: Annual Financial Ratios
- Table 7: Dogan Sirketler Grubu Holding A.S.: Annual Financial Ratios (Continued)
- Table 8: Dogan Sirketler Grubu Holding A.S.: Key Employees
- Table 9: Digiturk: key facts
- Table 10: Digiturk: Key Employees
- Table 11: Turkey size of population (million), 2016-20
- Table 12: Turkey gdp (constant 2005 prices, \$ billion), 2016-20
- Table 13: Turkey gdp (current prices, \$ billion), 2016-20
- Table 14: Turkey inflation, 2016-20
- Table 15: Turkey consumer price index (absolute), 2016-20
- Table 16: Turkey exchange rate, 2016-20

12. LIST OF FIGURES

Figure 1: Turkey broadcasting & cable tv market value: \$ billion, 2016-20

Figure 2: Turkey broadcasting & cable tv market category segmentation: % share, by value, 2020

Figure 3: Turkey broadcasting & cable tv market geography segmentation: % share, by value, 2020

Figure 4: Turkey broadcasting & cable tv market value forecast: \$ billion, 2020-25

Figure 5: Forces driving competition in the broadcasting & cable tv market in Turkey, 2020

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in Turkey, 2020

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in Turkey, 2020

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Turkey, 2020

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Turkey, 2020

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in Turkey, 2020

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