

Broadcasting and Cable TV in the United States of America (USA) - Market Summary, Competitive Analysis and Forecast to 2025

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Abstracts

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SUMMARY

Broadcasting & Cable TV in the United States 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 US broadcasting & cable TV market had total revenues of \$163,485.9m in 2020, representing a compound annual rate of change (CARC) of -2.3% between 2016 and 2020.

The TV subscriptions segment was the market's most lucrative in 2020, with total revenues of \$90,453.9m, equivalent to 55.3% 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, and leading players in the broadcasting & cable tv market in the United States

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

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

REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is the United States's broadcasting & cable tv market in relation to its regional counterparts?

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