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

https://marketpublishers.com/r/B3D2914FAF9AEN.html
Date: August 2021
Pages: 41
Price: US$ 350.00 (Single User License)
ID: B3D2914FAF9AEN

Abstracts

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

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?

+44 20 8123 2220
info@marketpublishers.com

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. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

8.1. AT&T Inc
8.2. Comcast Corporation
8.3. ViacomCBS Incorporated

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: United States broadcasting & cable tv market value: $ billion, 2016-20
Table 2: United States broadcasting & cable tv market category segmentation: $ billion, 2020
Table 3: United States broadcasting & cable tv market geography segmentation: $ billion, 2020
Table 4: United States broadcasting & cable tv market value forecast: $ billion, 2020-25
Table 5: AT&T Inc: key facts
Table 6: AT&T Inc: Annual Financial Ratios
Table 7: AT&T Inc: Key Employees
Table 8: AT&T Inc: Key Employees Continued
Table 9: Comcast Corporation: key facts
Table 10: Comcast Corporation: Annual Financial Ratios
Table 11: Comcast Corporation: Key Employees
Table 12: Comcast Corporation: Key Employees Continued
Table 13: ViacomCBS Incorporated: key facts

Table 14: ViacomCBS Incorporated: Annual Financial Ratios
Table 15: ViacomCBS Incorporated: Key Employees
Table 16: ViacomCBS Incorporated: Key Employees Continued
Table 17: ViacomCBS Incorporated: Key Employees Continued
Table 18: United States size of population (million), 2016-20
Table 19: United States gdp (constant 2005 prices, $ billion), 2016-20
Table 20: United States gdp (current prices, $ billion), 2016-20
Table 21: United States inflation, 2016-20
Table 22: United States consumer price index (absolute), 2016-20
Table 23: United States exchange rate, 2016-20

12. LIST OF FIGURES

Figure 1: United States broadcasting & cable tv market value: $ billion, 2016-20
Figure 2: United States broadcasting & cable tv market category segmentation: % share, by value, 2020
Figure 3: United States broadcasting & cable tv market geography segmentation: % share, by value, 2020
Figure 4: United States broadcasting & cable tv market value forecast: $ billion, 2020-25
Figure 5: Forces driving competition in the broadcasting & cable tv market in the United States, 2020
Figure 6: Drivers of buyer power in the broadcasting & cable tv market in the United States, 2020
Figure 7: Drivers of supplier power in the broadcasting & cable tv market in the United States, 2020
Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in the United States, 2020
Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in the United States, 2020
Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in the United States, 2020

+44 20 8123 2220
info@marketpublishers.com

I would like to order

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

Product link: https://marketpublishers.com/r/B3D2914FAF9AEN.html

Price: US$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/B3D2914FAF9AEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

+44 20 8123 2220
info@marketpublishers.com