

# Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

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## Abstracts

Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027 (Global Almanac)

### Summary

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). 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 market is valued as the revenues generated by broadcasters through advertising, subscriptions, or public funds (either through TV licenses, general taxation, or donations).

All market data and forecasts are represented in nominal terms (i.e., without adjustment for inflation) and all currency conversions used in the creation of this report have been calculated using constant 2022 annual average exchange rates.

The global broadcasting & cable TV market had total revenues of \$443.5 billion

in 2022, representing a negative compound annual growth rate (CAGR) of 1.8% between 2017 and 2022.

The TV subscriptions segment accounted for the market's largest proportion in 2022, with total revenues of \$207.0 billion, equivalent to 46.7% of the market's overall value.

In the global broadcasting & cable TV market, North America and Asia-Pacific are the largest regions, accounting for a share of 38.7% and 33.7%, respectively, followed by Europe (22.5%) in 2022.

## Scope

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

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

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 global broadcasting & cable tv market with five year forecasts

## Reasons to Buy

What was the size of the global broadcasting & cable tv market by value in 2022?

What will be the size of the global broadcasting & cable tv market in 2027?

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

How has the market performed over the last five years?

What are the main segments that make up the global broadcasting & cable tv market?

## Contents

### **1 EXECUTIVE SUMMARY**

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Competitive landscape

### **2 INTRODUCTION**

- 2.1. What is this report about?
- 2.2. Who is the target reader?
- 2.3. How to use this report
- 2.4. Definitions

### **3 GLOBAL BROADCASTING & CABLE TV**

- 3.1. Market Overview
- 3.2. Market Data
- 3.3. Market Segmentation
- 3.4. Market outlook
- 3.5. Five forces analysis

### **4 MACROECONOMIC INDICATORS**

- 4.1. Country data

### **5 BROADCASTING & CABLE TV IN ASIA-PACIFIC**

- 5.1. Market Overview
- 5.2. Market Data
- 5.3. Market Segmentation
- 5.4. Market outlook
- 5.5. Five forces analysis

### **6 BROADCASTING & CABLE TV IN EUROPE**

- 6.1. Market Overview
- 6.2. Market Data
- 6.3. Market Segmentation
- 6.4. Market outlook
- 6.5. Five forces analysis

## **7 MACROECONOMIC INDICATORS**

- 7.1. Country data

## **8 BROADCASTING & CABLE TV IN FRANCE**

- 8.1. Market Overview
- 8.2. Market Data
- 8.3. Market Segmentation
- 8.4. Market outlook
- 8.5. Five forces analysis

## **9 MACROECONOMIC INDICATORS**

- 9.1. Country data

## **10 BROADCASTING & CABLE TV IN GERMANY**

- 10.1. Market Overview
- 10.2. Market Data
- 10.3. Market Segmentation
- 10.4. Market outlook
- 10.5. Five forces analysis

## **11 MACROECONOMIC INDICATORS**

- 11.1. Country data

## **12 BROADCASTING & CABLE TV IN AUSTRALIA**

- 12.1. Market Overview
- 12.2. Market Data
- 12.3. Market Segmentation

12.4. Market outlook

12.5. Five forces analysis

## **13 MACROECONOMIC INDICATORS**

13.1. Country data

## **14 BROADCASTING & CABLE TV IN BRAZIL**

14.1. Market Overview

14.2. Market Data

14.3. Market Segmentation

14.4. Market outlook

14.5. Five forces analysis

## **15 MACROECONOMIC INDICATORS**

15.1. Country data

## **16 BROADCASTING & CABLE TV IN CANADA**

16.1. Market Overview

16.2. Market Data

16.3. Market Segmentation

16.4. Market outlook

16.5. Five forces analysis

## **17 MACROECONOMIC INDICATORS**

17.1. Country data

## **18 BROADCASTING & CABLE TV IN CHINA**

18.1. Market Overview

18.2. Market Data

18.3. Market Segmentation

18.4. Market outlook

18.5. Five forces analysis

## **19 MACROECONOMIC INDICATORS**

19.1. Country data

## **20 BROADCASTING & CABLE TV IN INDIA**

20.1. Market Overview

20.2. Market Data

20.3. Market Segmentation

20.4. Market outlook

20.5. Five forces analysis

## **21 MACROECONOMIC INDICATORS**

21.1. Country data

## **22 BROADCASTING & CABLE TV IN INDONESIA**

22.1. Market Overview

22.2. Market Data

22.3. Market Segmentation

22.4. Market outlook

22.5. Five forces analysis

## **23 MACROECONOMIC INDICATORS**

23.1. Country data

## **24 BROADCASTING & CABLE TV IN ITALY**

24.1. Market Overview

24.2. Market Data

24.3. Market Segmentation

24.4. Market outlook

24.5. Five forces analysis

## **25 MACROECONOMIC INDICATORS**

25.1. Country data

## **26 BROADCASTING & CABLE TV IN JAPAN**

- 26.1. Market Overview
- 26.2. Market Data
- 26.3. Market Segmentation
- 26.4. Market outlook
- 26.5. Five forces analysis

## **27 MACROECONOMIC INDICATORS**

- 27.1. Country data

## **28 BROADCASTING & CABLE TV IN MEXICO**

- 28.1. Market Overview
- 28.2. Market Data
- 28.3. Market Segmentation
- 28.4. Market outlook
- 28.5. Five forces analysis

## **29 MACROECONOMIC INDICATORS**

- 29.1. Country data

## **30 BROADCASTING & CABLE TV IN THE NETHERLANDS**

- 30.1. Market Overview
- 30.2. Market Data
- 30.3. Market Segmentation
- 30.4. Market outlook
- 30.5. Five forces analysis

## **31 MACROECONOMIC INDICATORS**

- 31.1. Country data

## **32 BROADCASTING & CABLE TV IN NORTH AMERICA**



- 32.1. Market Overview
- 32.2. Market Data
- 32.3. Market Segmentation
- 32.4. Market outlook
- 32.5. Five forces analysis

### **33 BROADCASTING & CABLE TV IN RUSSIA**

- 33.1. Market Overview
- 33.2. Market Data
- 33.3. Market Segmentation
- 33.4. Market outlook
- 33.5. Five forces analysis

### **34 MACROECONOMIC INDICATORS**

- 34.1. Country data

### **35 BROADCASTING & CABLE TV IN SCANDINAVIA**

- 35.1. Market Overview
- 35.2. Market Data
- 35.3. Market Segmentation
- 35.4. Market outlook
- 35.5. Five forces analysis

### **36 BROADCASTING & CABLE TV IN SINGAPORE**

- 36.1. Market Overview
- 36.2. Market Data
- 36.3. Market Segmentation
- 36.4. Market outlook
- 36.5. Five forces analysis

### **37 MACROECONOMIC INDICATORS**

- 37.1. Country data

### **38 BROADCASTING & CABLE TV IN SOUTH AFRICA**

- 38.1. Market Overview
- 38.2. Market Data
- 38.3. Market Segmentation
- 38.4. Market outlook
- 38.5. Five forces analysis

## **39 MACROECONOMIC INDICATORS**

- 39.1. Country data

## **40 BROADCASTING & CABLE TV IN SOUTH KOREA**

- 40.1. Market Overview
- 40.2. Market Data
- 40.3. Market Segmentation
- 40.4. Market outlook
- 40.5. Five forces analysis

## **41 MACROECONOMIC INDICATORS**

- 41.1. Country data

## **42 BROADCASTING & CABLE TV IN SPAIN**

- 42.1. Market Overview
- 42.2. Market Data
- 42.3. Market Segmentation
- 42.4. Market outlook
- 42.5. Five forces analysis

## **43 MACROECONOMIC INDICATORS**

- 43.1. Country data

## **44 BROADCASTING & CABLE TV IN TURKEY**

- 44.1. Market Overview
- 44.2. Market Data

- 44.3. Market Segmentation
- 44.4. Market outlook
- 44.5. Five forces analysis

## **45 MACROECONOMIC INDICATORS**

- 45.1. Country data

## **46 BROADCASTING & CABLE TV IN THE UNITED KINGDOM**

- 46.1. Market Overview
- 46.2. Market Data
- 46.3. Market Segmentation
- 46.4. Market outlook
- 46.5. Five forces analysis

## **47 MACROECONOMIC INDICATORS**

- 47.1. Country data

## **48 BROADCASTING & CABLE TV IN THE UNITED STATES**

- 48.1. Market Overview
- 48.2. Market Data
- 48.3. Market Segmentation
- 48.4. Market outlook
- 48.5. Five forces analysis

## **49 MACROECONOMIC INDICATORS**

- 49.1. Country data

## **50 COMPANY PROFILES**

- 50.1. Comcast Corporation
- 50.2. China Central Television
- 50.3. Vivendi S.A.
- 50.4. Television Francaise 1 SA
- 50.5. France Televisions SA

- 50.6. Zweites Deutsches Fernsehen
- 50.7. ProSiebenSat.1 Media SE
- 50.8. Australian Broadcasting Corp
- 50.9. Special Broadcasting Service Corp
- 50.10. Foxtel Group
- 50.11. Globo Comunicacao e Participacoes S.A.
- 50.12. Rogers Communications, Inc.
- 50.13. Corus Entertainment Inc
- 50.14. Bell Media Inc.
- 50.15. Hunan Mgtv.com Interactive Entertainment Media Co Ltd
- 50.16. Shanghai Media Group
- 50.17. Prasar Bharati
- 50.18. Zee Entertainment Enterprises Limited
- 50.19. Sun TV Network Ltd
- 50.20. New Delhi Television Ltd
- 50.21. PT. Global Mediacom Tbk
- 50.22. PT Elang Mahkota Teknologi Tbk
- 50.23. MFE-MediaForEurope N.V.
- 50.24. RAI Radiotelevisione Italiana SpA
- 50.25. Cairo Communication S.p.A.
- 50.26. Asahi Broadcasting Group Holdings Corporation
- 50.27. Fuji Media Holdings Inc
- 50.28. Nippon Television Holdings Inc
- 50.29. TBS Holdings Inc
- 50.30. TV Azteca SAB de CV
- 50.31. Grupo Multimedios, S.A DE C.V.
- 50.32. Nederlandse Publieke Omroep
- 50.33. Grupo Televisa S.A.B.
- 50.34. BCE Inc.
- 50.35. JSC Gazprom Media Holding
- 50.36. Tricolor TV
- 50.37. Sveriges Television AB
- 50.38. Danish Broadcasting Corporation
- 50.39. Yleisradio Oy
- 50.40. Norsk Rikskringkasting AS
- 50.41. MediaCorp Pte Ltd
- 50.42. Singapore Telecommunications Ltd
- 50.43. StarHub Ltd
- 50.44. MultiChoice Africa (Pty) Limited

- 50.45. South African Broadcasting Corp SOC Ltd
- 50.46. StarSat
- 50.47. Seoul Broadcasting System
- 50.48. Korean Broadcasting System
- 50.49. Munhwa Broadcasting Corporation
- 50.50. Mediaset Espana Comunicacion SA
- 50.51. Atresmedia Corporacion de Medios de Comunicacion SA
- 50.52. RTL Group SA
- 50.53. Dogan Sirketler Grubu Holding A.S.
- 50.54. Digiturk
- 50.55. Turkish Radio and Television Corporation
- 50.56. Sky Limited
- 50.57. PBT Group Limited
- 50.58. British Broadcasting Corporation
- 50.59. ITV plc
- 50.60. AT&T Inc
- 50.61. Paramount Global Inc

## **51 APPENDIX**

- 51.1. Methodology
- 51.2. About MarketLine

## List Of Tables

### LIST OF TABLES

Table 1: Global broadcasting & cable tv market value: \$ billion, 2017-22

Table 2: Global broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 3: Global broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 4: Global broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 5: Global broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 6: Global size of population (million), 2018-22

Table 7: Global gdp (constant 2005 prices, \$ billion), 2018-22

Table 8: Global gdp (current prices, \$ billion), 2018-22

Table 9: Global inflation, 2018-22

Table 10: Global consumer price index (absolute), 2018-22

Table 11: Global exchange rate, 2018-22

Table 12: Asia-Pacific broadcasting & cable tv market value: \$ billion, 2017-22

Table 13: Asia-Pacific broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 14: Asia-Pacific broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 15: Asia-Pacific broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 16: Asia-Pacific broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 17: Europe broadcasting & cable tv market value: \$ billion, 2017-22

Table 18: Europe broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 19: Europe broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 20: Europe broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 21: Europe broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 22: Europe size of population (million), 2018-22

Table 23: Europe gdp (constant 2005 prices, \$ billion), 2018-22

Table 24: Europe gdp (current prices, \$ billion), 2018-22

Table 25: Europe inflation, 2018-22

Table 26: Europe consumer price index (absolute), 2018-22

Table 27: Europe exchange rate, 2018-22

Table 28: France broadcasting & cable tv market value: \$ billion, 2017-22

Table 29: France broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 30: France broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 31: France broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 32: France broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 33: France size of population (million), 2018-22

Table 34: France gdp (constant 2005 prices, \$ billion), 2018-22

Table 35: France gdp (current prices, \$ billion), 2018-22

Table 36: France inflation, 2018-22

Table 37: France consumer price index (absolute), 2018-22

Table 38: France exchange rate, 2018-22

Table 39: Germany broadcasting & cable tv market value: \$ billion, 2017-22

Table 40: Germany broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 41: Germany broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 42: Germany broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 43: Germany broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 44: Germany size of population (million), 2018-22

Table 45: Germany gdp (constant 2005 prices, \$ billion), 2018-22

Table 46: Germany gdp (current prices, \$ billion), 2018-22

Table 47: Germany inflation, 2018-22

Table 48: Germany consumer price index (absolute), 2018-22

Table 49: Germany exchange rate, 2018-22

Table 50: Australia broadcasting & cable tv market value: \$ billion, 2017-22

Table 51: Australia broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 52: Australia broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 53: Australia broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 54: Australia broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 55: Australia size of population (million), 2018-22

Table 56: Australia gdp (constant 2005 prices, \$ billion), 2018-22

Table 57: Australia gdp (current prices, \$ billion), 2018-22

Table 58: Australia inflation, 2018-22

Table 59: Australia consumer price index (absolute), 2018-22

Table 60: Australia exchange rate, 2018-22

Table 61: Brazil broadcasting & cable tv market value: \$ billion, 2017-22

Table 62: Brazil broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 63: Brazil broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 64: Brazil broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 65: Brazil broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 66: Brazil size of population (million), 2018-22

Table 67: Brazil gdp (constant 2005 prices, \$ billion), 2018-22

Table 68: Brazil gdp (current prices, \$ billion), 2018-22

Table 69: Brazil inflation, 2018-22

Table 70: Brazil consumer price index (absolute), 2018-22

Table 71: Brazil exchange rate, 2018-22

Table 72: Canada broadcasting & cable tv market value: \$ billion, 2017-22

Table 73: Canada broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 74: Canada broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 75: Canada broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 76: Canada broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 77: Canada size of population (million), 2018-22

Table 78: Canada gdp (constant 2005 prices, \$ billion), 2018-22

Table 79: Canada gdp (current prices, \$ billion), 2018-22

Table 80: Canada inflation, 2018-22

Table 81: Canada consumer price index (absolute), 2018-22

Table 82: Canada exchange rate, 2018-22

Table 83: China broadcasting & cable tv market value: \$ billion, 2017-22

Table 84: China broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 85: China broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 86: China broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 87: China broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 88: China size of population (million), 2018-22



Table 89: China gdp (constant 2005 prices, \$ billion), 2018-22

Table 90: China gdp (current prices, \$ billion), 2018-22

Table 91: China inflation, 2018-22

Table 92: China consumer price index (absolute), 2018-22

Table 93: China exchange rate, 2018-22

Table 94: India broadcasting & cable tv market value: \$ billion, 2017-22

Table 95: India broadcasting & cable tv market category segmentation: % share, by value, 2017-2022

Table 96: India broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 97: India broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 98: India broadcasting & cable tv market value forecast: \$ billion, 2022-27

Table 99: India size of population (million), 2018-22

Table 100: India gdp (constant 2005 prices, \$ billion), 2018-22

Table 101: India gdp (current prices, \$ billion), 2018-22

Table 102: India inflation, 2018-22

Table 103: India consumer price index (absolute), 2018-22

Table 104: India exchange rate, 2018-22

Table 105: Indonesia broadcasting & cable tv market value: \$ billion, 2017-22

## List Of Figures

### LIST OF FIGURES

Figure 1: Global broadcasting & cable tv market value: \$ billion, 2017-22

Figure 2: Global broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 3: Global broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 4: Global broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 5: Forces driving competition in the global broadcasting & cable tv market, 2022

Figure 6: Drivers of buyer power in the global broadcasting & cable tv market, 2022

Figure 7: Drivers of supplier power in the global broadcasting & cable tv market, 2022

Figure 8: Factors influencing the likelihood of new entrants in the global broadcasting & cable tv market, 2022

Figure 9: Factors influencing the threat of substitutes in the global broadcasting & cable tv market, 2022

Figure 10: Drivers of degree of rivalry in the global broadcasting & cable tv market, 2022

Figure 11: Asia-Pacific broadcasting & cable tv market value: \$ billion, 2017-22

Figure 12: Asia-Pacific broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 13: Asia-Pacific broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 14: Asia-Pacific broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 15: Forces driving competition in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 16: Drivers of buyer power in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 17: Drivers of supplier power in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 18: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 19: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 20: Drivers of degree of rivalry in the broadcasting & cable tv market in Asia-Pacific, 2022

Figure 21: Europe broadcasting & cable tv market value: \$ billion, 2017-22

Figure 22: Europe broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 23: Europe broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 24: Europe broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 25: Forces driving competition in the broadcasting & cable tv market in Europe, 2022

Figure 26: Drivers of buyer power in the broadcasting & cable tv market in Europe, 2022

Figure 27: Drivers of supplier power in the broadcasting & cable tv market in Europe, 2022

Figure 28: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Europe, 2022

Figure 29: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Europe, 2022

Figure 30: Drivers of degree of rivalry in the broadcasting & cable tv market in Europe, 2022

Figure 31: France broadcasting & cable tv market value: \$ billion, 2017-22

Figure 32: France broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 33: France broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 34: France broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 35: Forces driving competition in the broadcasting & cable tv market in France, 2022

Figure 36: Drivers of buyer power in the broadcasting & cable tv market in France, 2022

Figure 37: Drivers of supplier power in the broadcasting & cable tv market in France, 2022

Figure 38: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in France, 2022

Figure 39: Factors influencing the threat of substitutes in the broadcasting & cable tv market in France, 2022

Figure 40: Drivers of degree of rivalry in the broadcasting & cable tv market in France, 2022

Figure 41: Germany broadcasting & cable tv market value: \$ billion, 2017-22

Figure 42: Germany broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 43: Germany broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 44: Germany broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 45: Forces driving competition in the broadcasting & cable tv market in Germany, 2022

Figure 46: Drivers of buyer power in the broadcasting & cable tv market in Germany, 2022

Figure 47: Drivers of supplier power in the broadcasting & cable tv market in Germany, 2022

Figure 48: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Germany, 2022

Figure 49: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Germany, 2022

Figure 50: Drivers of degree of rivalry in the broadcasting & cable tv market in Germany, 2022

Figure 51: Australia broadcasting & cable tv market value: \$ billion, 2017-22

Figure 52: Australia broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 53: Australia broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 54: Australia broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 55: Forces driving competition in the broadcasting & cable tv market in Australia, 2022

Figure 56: Drivers of buyer power in the broadcasting & cable tv market in Australia, 2022

Figure 57: Drivers of supplier power in the broadcasting & cable tv market in Australia, 2022

Figure 58: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Australia, 2022

Figure 59: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Australia, 2022

Figure 60: Drivers of degree of rivalry in the broadcasting & cable tv market in Australia, 2022

Figure 61: Brazil broadcasting & cable tv market value: \$ billion, 2017-22

Figure 62: Brazil broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 63: Brazil broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 64: Brazil broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 65: Forces driving competition in the broadcasting & cable tv market in Brazil, 2022

Figure 66: Drivers of buyer power in the broadcasting & cable tv market in Brazil, 2022

Figure 67: Drivers of supplier power in the broadcasting & cable tv market in Brazil, 2022

Figure 68: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Brazil, 2022

Figure 69: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Brazil, 2022

Figure 70: Drivers of degree of rivalry in the broadcasting & cable tv market in Brazil, 2022

Figure 71: Canada broadcasting & cable tv market value: \$ billion, 2017-22

Figure 72: Canada broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 73: Canada broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 74: Canada broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 75: Forces driving competition in the broadcasting & cable tv market in Canada, 2022

Figure 76: Drivers of buyer power in the broadcasting & cable tv market in Canada, 2022

Figure 77: Drivers of supplier power in the broadcasting & cable tv market in Canada, 2022

Figure 78: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Canada, 2022

Figure 79: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Canada, 2022

Figure 80: Drivers of degree of rivalry in the broadcasting & cable tv market in Canada, 2022

Figure 81: China broadcasting & cable tv market value: \$ billion, 2017-22

Figure 82: China broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 83: China broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 84: China broadcasting & cable tv market value forecast: \$ billion, 2022-27

Figure 85: Forces driving competition in the broadcasting & cable tv market in China, 2022

Figure 86: Drivers of buyer power in the broadcasting & cable tv market in China, 2022

Figure 87: Drivers of supplier power in the broadcasting & cable tv market in China, 2022

Figure 88: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in China, 2022

Figure 89: Factors influencing the threat of substitutes in the broadcasting & cable tv market in China, 2022

Figure 90: Drivers of degree of rivalry in the broadcasting & cable tv market in China, 2022

Figure 91: India broadcasting & cable tv market value: \$ billion, 2017-22

Figure 92: India broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 93: India broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 94: India broadcasting & cable tv market value forecast: \$ billion, 2022-27

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