

# Broadcasting and Cable TV Global Industry Guide 2015-2024

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## Abstracts

Broadcasting and Cable TV Global Industry Guide 2015-2024

### SUMMARY

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The global broadcasting & cable TV market had total revenues of \$438.5bn in 2019, representing a compound annual growth rate (CAGR) of 0.4% between 2015 and 2019.

The TV Advertising segment was the market's most lucrative in 2019, with total revenues of \$197.9bn, equivalent to 45.1% of the market's overall value.

Advertising revenues are under pressure from the digital advertising market. In 2019, US TV ad sales dropped 3% according to data from Magna Global.

### 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 2019?

What will be the size of the global broadcasting & cable tv market in 2024?

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 ITALY**

- 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 JAPAN**

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 AUSTRALIA**

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 CANADA**

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 CHINA**

### 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 THE NETHERLANDS**

### 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 SPAIN**

### 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 THE UNITED KINGDOM**

- 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 THE UNITED STATES**

- 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. COMPANY PROFILES**

- 30.1. Zee Entertainment Enterprises Limited
- 30.2. Vivendi S.A.
- 30.3. Viventia Bio Inc. (Inactive)
- 30.4. Television Francaise 1 SA
- 30.5. Zweites Deutsches Fernsehen
- 30.6. ProSiebenSat.1 Media SE
- 30.7. Radiotelevisione italiana SpA
- 30.8. Mediaset S.p.A.
- 30.9. Cairo Communication SpA
- 30.10. Asahi Broadcasting Group Holdings Corporation
- 30.11. Fuji Media Holdings Inc
- 30.12. Nippon Television Holdings, Inc.

- 30.13. Tokyo Broadcasting System Holdings Inc
- 30.14. Australian Broadcasting Corp
- 30.15. Special Broadcasting Service Corp
- 30.16. Foxtel Management Pty Ltd
- 30.17. BCE Inc.
- 30.18. Rogers Communications, Inc.
- 30.19. Corus Entertainment Inc.
- 30.20. China Central Television
- 30.21. Shanghai Media Group
- 30.22. Nederlandse Publieke Omroep
- 30.23. Mediaset Espana Comunicacion SA
- 30.24. Atresmedia Corporacion de Medios de Comunicacion SA
- 30.25. RTL Group S.A.
- 30.26. Corporacion Radio Television Espanola S.A.
- 30.27. Sky plc
- 30.28. British Broadcasting Corporation
- 30.29. BT Group plc
- 30.30. ITV plc
- 30.31. AT&T Inc
- 30.32. ViacomCBS Incorporated
- 30.33. Comcast Corporation

## **31. APPENDIX**

- 31.1. Methodology
- 31.2. About MarketLine



## List Of Tables

### LIST OF TABLES

Table 1: Global broadcasting & cable tv market value: \$ billion, 2015-19
Table 2: Global broadcasting & cable tv market category segmentation: \$ billion, 2019
Table 3: Global broadcasting & cable tv market geography segmentation: \$ billion, 2019
Table 4: Global broadcasting & cable tv market value forecast: \$ billion, 2019-24
Table 5: Global size of population (million), 2015-19
Table 6: Global gdp (constant 2005 prices, \$ billion), 2015-19
Table 7: Global gdp (current prices, \$ billion), 2015-19
Table 8: Global inflation, 2015-19
Table 9: Global consumer price index (absolute), 2015-19
Table 10: Global exchange rate, 2015-19
Table 11: Asia-Pacific broadcasting & cable tv market value: \$ billion, 2015-19
Table 12: Asia-Pacific broadcasting & cable tv market category segmentation: \$ billion, 2019
Table 13: Asia-Pacific broadcasting & cable tv market geography segmentation: \$ billion, 2019
Table 14: Asia-Pacific broadcasting & cable tv market value forecast: \$ billion, 2019-24
Table 15: Europe broadcasting & cable tv market value: \$ billion, 2015-19
Table 16: Europe broadcasting & cable tv market category segmentation: \$ billion, 2019
Table 17: Europe broadcasting & cable tv market geography segmentation: \$ billion, 2019
Table 18: Europe broadcasting & cable tv market value forecast: \$ billion, 2019-24
Table 19: Europe size of population (million), 2015-19
Table 20: Europe gdp (constant 2005 prices, \$ billion), 2015-19
Table 21: Europe gdp (current prices, \$ billion), 2015-19
Table 22: Europe inflation, 2015-19
Table 23: Europe consumer price index (absolute), 2015-19
Table 24: Europe exchange rate, 2015-19
Table 25: France broadcasting & cable tv market value: \$ billion, 2015-19
Table 26: France broadcasting & cable tv market category segmentation: \$ billion, 2019
Table 27: France broadcasting & cable tv market geography segmentation: \$ billion, 2019
Table 28: France broadcasting & cable tv market value forecast: \$ billion, 2019-24
Table 29: France size of population (million), 2015-19
Table 30: France gdp (constant 2005 prices, \$ billion), 2015-19
Table 31: France gdp (current prices, \$ billion), 2015-19

Table 32: France inflation, 2015-19

Table 33: France consumer price index (absolute), 2015-19

Table 34: France exchange rate, 2015-19

Table 35: Germany broadcasting & cable tv market value: \$ billion, 2015-19

Table 36: Germany broadcasting & cable tv market category segmentation: \$ billion, 2019

Table 37: Germany broadcasting & cable tv market geography segmentation: \$ billion, 2019

Table 38: Germany broadcasting & cable tv market value forecast: \$ billion, 2019-24

Table 39: Germany size of population (million), 2015-19

Table 40: Germany gdp (constant 2005 prices, \$ billion), 2015-19

Table 41: Germany gdp (current prices, \$ billion), 2015-19

Table 42: Germany inflation, 2015-19

Table 43: Germany consumer price index (absolute), 2015-19

Table 44: Germany exchange rate, 2015-19

Table 45: Italy broadcasting & cable tv market value: \$ billion, 2015-19

Table 46: Italy broadcasting & cable tv market category segmentation: \$ billion, 2019

Table 47: Italy broadcasting & cable tv market geography segmentation: \$ billion, 2019

Table 48: Italy broadcasting & cable tv market value forecast: \$ billion, 2019-24

Table 49: Italy size of population (million), 2015-19

Table 50: Italy gdp (constant 2005 prices, \$ billion), 2015-19

## List Of Figures

### LIST OF FIGURES

Figure 1: Global broadcasting & cable tv market value: \$ billion, 2015-19

Figure 2: Global broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 3: Global broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 4: Global broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 5: Forces driving competition in the global broadcasting & cable tv market, 2019

Figure 6: Drivers of buyer power in the global broadcasting & cable tv market, 2019

Figure 7: Drivers of supplier power in the global broadcasting & cable tv market, 2019

Figure 8: Factors influencing the likelihood of new entrants in the global broadcasting & cable tv market, 2019

Figure 9: Factors influencing the threat of substitutes in the global broadcasting & cable tv market, 2019

Figure 10: Drivers of degree of rivalry in the global broadcasting & cable tv market, 2019

Figure 11: Asia-Pacific broadcasting & cable tv market value: \$ billion, 2015-19

Figure 12: Asia-Pacific broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 13: Asia-Pacific broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 14: Asia-Pacific broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 15: Forces driving competition in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 16: Drivers of buyer power in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 17: Drivers of supplier power in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 18: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 19: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 20: Drivers of degree of rivalry in the broadcasting & cable tv market in Asia-Pacific, 2019

Figure 21: Europe broadcasting & cable tv market value: \$ billion, 2015-19

Figure 22: Europe broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 23: Europe broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 24: Europe broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 25: Forces driving competition in the broadcasting & cable tv market in Europe, 2019

Figure 26: Drivers of buyer power in the broadcasting & cable tv market in Europe, 2019

Figure 27: Drivers of supplier power in the broadcasting & cable tv market in Europe, 2019

Figure 28: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Europe, 2019

Figure 29: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Europe, 2019

Figure 30: Drivers of degree of rivalry in the broadcasting & cable tv market in Europe, 2019

Figure 31: France broadcasting & cable tv market value: \$ billion, 2015-19

Figure 32: France broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 33: France broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 34: France broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 35: Forces driving competition in the broadcasting & cable tv market in France, 2019

Figure 36: Drivers of buyer power in the broadcasting & cable tv market in France, 2019

Figure 37: Drivers of supplier power in the broadcasting & cable tv market in France, 2019

Figure 38: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in France, 2019

Figure 39: Factors influencing the threat of substitutes in the broadcasting & cable tv market in France, 2019

Figure 40: Drivers of degree of rivalry in the broadcasting & cable tv market in France, 2019

Figure 41: Germany broadcasting & cable tv market value: \$ billion, 2015-19

Figure 42: Germany broadcasting & cable tv market category segmentation: % share, by value, 2019

Figure 43: Germany broadcasting & cable tv market geography segmentation: % share, by value, 2019

Figure 44: Germany broadcasting & cable tv market value forecast: \$ billion, 2019-24

Figure 45: Forces driving competition in the broadcasting & cable tv market in Germany, 2019

Figure 46: Drivers of buyer power in the broadcasting & cable tv market in Germany, 2019

Figure 47: Drivers of supplier power in the broadcasting & cable tv market in Germany, 2019

Figure 48: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in Germany, 2019

Figure 49: Factors influencing the threat of substitutes in the broadcasting & cable tv market in Germany, 2019

Figure 50: Drivers of degree of rivalry in the broadcasting & cable tv market in Germany, 2019

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