

Broadcasting & Cable TV Global Industry Guide 2019-2028

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Abstracts

Broadcasting & Cable TV Global Industry Guide 2019-2028

Summary

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value , and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

Broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.

The market is segmented into TV advertising, TV license or public funds, and TV subscriptions.

All market data and forecasts are adjusted for inflation and all currency conversions used in the creation of this report have been calculated using yearly annual average exchange rates.

The global broadcasting & cable TV market recorded revenues of \$433.4 billion in 2023, representing a negative compound annual growth rate (CAGR) of 3.9% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$200.4 billion, equivalent to 46.2% of the market's overall value.

The contraction of the market during 2018-23 is attributed to the shift in consumer preference towards over-the-top (OTT) streaming services. According to GlobalData, in 2023, the US, Japan, and Germany recorded 36.9 million, 5.3 million, and 5.0 million, respectively, of net additions to their subscription video-on-demand (SVoD) accounts.

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 2023?

What will be the size of the global broadcasting & cable tv market in 2028?

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?

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