

Broadcasting and Cable TV in China

<https://marketpublishers.com/r/BC3206372F8EN.html>

Date: August 2020

Pages: 31

Price: US\$ 350.00 (Single User License)

ID: BC3206372F8EN

Abstracts

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SUMMARY

Broadcasting & Cable TV in China industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 biotechnology market consists of the development, manufacturing, and marketing of products based on advanced biotechnology research.

The Chinese broadcasting & cable TV market had total revenues of \$45.2bn in 2019, representing a compound annual growth rate (CAGR) of 0.5% between 2015 and 2019.

The TV Advertising segment was the market's most lucrative in 2019, with total revenues of \$25.7bn, equivalent to 56.9% of the market's overall value.

Chinese streaming platforms such as iQiyi, majority-owned by Baidu; Alibaba-owned Youku; and Tencent Video have gained audiences in China and slowed growth experienced by traditional state-owned broadcasters.

SCOPE

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

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

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

REASONS TO BUY

What was the size of the China broadcasting & cable tv market by value in 2019?

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

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

How has the market performed over the last five years?

What are the main segments that make up China's broadcasting & cable tv market?

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