

# Broadcasting and Cable TV in China

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## Abstracts

Broadcasting and Cable TV in China

### 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?

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