

# Broadcasting and Cable TV in Spain

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## Abstracts

Broadcasting and Cable TV in Spain

### SUMMARY

Broadcasting & Cable TV in Spain 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 biotechnology market consists of the development, manufacturing, and marketing of products based on advanced biotechnology research.

The Spanish broadcasting & cable TV market had total revenues of \$6.3bn in 2019, representing a compound annual growth rate (CAGR) of 2.5% between 2015 and 2019.

The TV Advertising segment was the market's most lucrative in 2019, with total revenues of \$2.7bn, equivalent to 42.1% of the market's overall value.

Weaker market growth in 2019 was the likely consequence of being unable to replicate the number of views and revenue attracted by global sporting events such as the FIFA World Cup hosted in Russia in 2018.

### 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 Spain

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

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 Spain broadcasting & cable tv market with five year forecasts

## **REASONS TO BUY**

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

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

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

How has the market performed over the last five years?

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