

Canada Media Market Summary and Forecast

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Abstracts

Canada Media Market Summary and Forecast

Summary

Media in Canada industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

The media industry is segmented into advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Canadian media industry had total revenues of \$27.6 billion in 2022, representing a compound annual growth rate (CAGR) of 0.7% between 2017 and 2022.

The advertising segment accounted for the industry's largest proportion in 2022, with total revenues of \$15.4 billion, equivalent to 56% of the industry's overall value.

Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media market in Canada

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the media market in Canada

Leading company profiles reveal details of key media market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Canada media market with five year forecasts by both value and volume

Reasons to Buy

What was the size of the Canada media market by value in 2022?

What will be the size of the Canada media market in 2027?

What factors are affecting the strength of competition in the Canada media market?

How has the market performed over the last five years?

Who are the top competitors in Canada's media market?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. What strategies do the leading players follow?
- 7.3. Which companies offer substitutes for the main industry?

8 COMPANY PROFILES

- 8.1. Dentsu Group Inc.
- 8.2. BCE Inc.
- 8.3. Penguin Random House LLC
- 8.4. The Walt Disney Company

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Canada media industry value: \$ billion, 2017–22

Table 2: Canada media industry category segmentation: % share, by value, 2017–2022

Table 3: Canada media industry category segmentation: \$ billion, 2017-2022

Table 4: Canada media industry geography segmentation: \$ billion, 2022

Table 5: Canada media industry value forecast: \$ billion, 2022–27

Table 6: Dentsu Group Inc.: key facts

Table 7: Dentsu Group Inc.: Annual Financial Ratios

Table 8: Dentsu Group Inc.: Key Employees

Table 9: Dentsu Group Inc.: Key Employees Continued

Table 10: Dentsu Group Inc.: Key Employees Continued

Table 11: BCE Inc.: key facts

Table 12: BCE Inc.: Annual Financial Ratios

Table 13: BCE Inc.: Key Employees

Table 14: BCE Inc.: Key Employees Continued

Table 15: Penguin Random House LLC: key facts

Table 16: Penguin Random House LLC: Key Employees

Table 17: The Walt Disney Company: key facts

Table 18: The Walt Disney Company: Annual Financial Ratios

Table 19: The Walt Disney Company: Key Employees

Table 20: The Walt Disney Company: Key Employees Continued

Table 21: The Walt Disney Company: Key Employees Continued

Table 22: Canada size of population (million), 2018–22

Table 23: Canada gdp (constant 2005 prices, \$ billion), 2018–22

Table 24: Canada gdp (current prices, \$ billion), 2018–22

Table 25: Canada inflation, 2018–22

Table 26: Canada consumer price index (absolute), 2018–22

Table 27: Canada exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Canada media industry value: \$ billion, 2017–22

Figure 2: Canada media industry category segmentation: \$ billion, 2017-2022

Figure 3: Canada media industry geography segmentation: % share, by value, 2022

Figure 4: Canada media industry value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the media industry in Canada, 2022

Figure 6: Drivers of buyer power in the media industry in Canada, 2022

Figure 7: Drivers of supplier power in the media industry in Canada, 2022

Figure 8: Factors influencing the likelihood of new entrants in the media industry in Canada, 2022

Figure 9: Factors influencing the threat of substitutes in the media industry in Canada, 2022

Figure 10: Drivers of degree of rivalry in the media industry in Canada, 2022

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