

China Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

<https://marketpublishers.com/r/C3D233D5C489EN.html>

Date: November 2022

Pages: 32

Price: US\$ 350.00 (Single User License)

ID: C3D233D5C489EN

Abstracts

China Broadcasting and Cable TV Market @Summary, Competitive Analysis and Forecast, 2017-2026

SUMMARY

Broadcasting & Cable TV in China industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The Chinese broadcasting and cable TV market had total revenues of \$65.9 billion in 2021, representing a compound annual growth rate (CAGR) of 6.4% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$36.4 billion, equivalent to 55.2% of the market's overall value.

Advertising revenue continues to be the dominant source of income for Chinese broadcasters and cable TV operators.

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

REASONS TO BUY

What was the size of the China broadcasting & cable tv market by value in 2021?

What will be the size of the China broadcasting & cable tv market in 2026?

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?

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. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. China Central Television
- 8.2. Shanghai Media Group

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: China broadcasting & cable tv market value: \$ billion, 2016-21

Table 2: China broadcasting & cable tv market category segmentation: % share, by value, 2016-2021

Table 3: China broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Table 4: China broadcasting & cable tv market geography segmentation: \$ billion, 2021

Table 5: China broadcasting & cable tv market value forecast: \$ billion, 2021-26

Table 6: China Central Television: key facts

Table 7: China Central Television: Key Employees

Table 8: Shanghai Media Group: key facts

Table 9: Shanghai Media Group: Key Employees

Table 10: China size of population (million), 2017-21

Table 11: China gdp (constant 2005 prices, \$ billion), 2017-21

Table 12: China gdp (current prices, \$ billion), 2017-21

Table 13: China inflation, 2017-21

Table 14: China consumer price index (absolute), 2017-21

Table 15: China exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: China broadcasting & cable tv market value: \$ billion, 2016-21

Figure 2: China broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Figure 3: China broadcasting & cable tv market geography segmentation: % share, by value, 2021

Figure 4: China broadcasting & cable tv market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the broadcasting & cable tv market in China, 2021

Figure 6: Drivers of buyer power in the broadcasting & cable tv market in China, 2021

Figure 7: Drivers of supplier power in the broadcasting & cable tv market in China, 2021

Figure 8: Factors influencing the likelihood of new entrants in the broadcasting & cable tv market in China, 2021

Figure 9: Factors influencing the threat of substitutes in the broadcasting & cable tv market in China, 2021

Figure 10: Drivers of degree of rivalry in the broadcasting & cable tv market in China, 2021

I would like to order

Product name: China Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

Product link: <https://marketpublishers.com/r/C3D233D5C489EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C3D233D5C489EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

