

# China Media Market Summary, Competitive Analysis and Forecast to 2027

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## Abstracts

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### SUMMARY

Media in China industry profile provides top-line qualitative and quantitative summary information including: 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 consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The Chinese media industry had total revenues of \$203.7 billion in 2021, representing a compound annual growth rate (CAGR) of 5.9% between 2016 and 2021.

The advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$111.6 billion, equivalent to 54.8% of the industry's overall value.

The increased footfall in movie theatres boosted the previously plunged sales in the box office, with revenues in this segment of the Chinese market up by 285.7% in 2021.

## SCOPE

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

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

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 China media market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

How large is China's media market in relation to its regional counterparts?

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