

# Digital Media in Denmark - Market Summary, Competitive Analysis and Forecast to 2024

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## Abstracts

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### SUMMARY

Digital Media in Denmark industry profile provides top-line qualitative and quantitative summary information including: market share, 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 digital media market consists of revenues generated by legal downloads or streaming of media content, including music, video, and books.

The Danish digital media market had total revenues of \$0.7bn in 2019, representing a compound annual growth rate (CAGR) of 23.8% between 2015 and 2019.

The video segment was the market's most lucrative in 2019, with total revenues of \$0.6bn, equivalent to 81.5% of the market's overall value.

The growth of the Danish digital market continued to be driven by the video segment in 2019, where revenues were up by 14.7%, boosted by a similar-level growth of subscription video-on-demand (SVoD) services.

## SCOPE

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

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

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

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

## REASONS TO BUY

What was the size of the Denmark digital media market by value in 2019?

What will be the size of the Denmark digital media market in 2024?

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

How has the market performed over the last five years?

Who are the top competitors in Denmark's digital media market?

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