

# Digital Media in Italy - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Digital Media in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). 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 Italian digital media market had total revenues of \$0.7bn in 2020, representing a compound annual growth rate (CAGR) of 23.9% between 2016 and 2020.

The digital video segment was the market's most lucrative in 2020, with total revenues of \$0.5bn, equivalent to 67.6% of the market's overall value.

The Italian digital media market's value grew by 2.4% in 2020, remaining on its strong growth trajectory of recent years, with demand for SVoD subscriptions also surging as a result of COVID-19 pandemic.

## SCOPE

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

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

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 Italy digital media market with five year forecasts

## REASONS TO BUY

What was the size of the Italy digital media market by value in 2020?

What will be the size of the Italy digital media market in 2025?

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

How has the market performed over the last five years?

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

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