

# Digital Media in Italy

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## Abstracts

### Digital Media in Italy

#### Summary

Digital Media in Italy industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

Digital media market is segmented into digital music, digital video, and digital books. The market value refers to the revenue generated by market players in a specific year.

The Italian digital media market recorded revenues of \$3,268.1 million in 2023, representing a compound annual growth rate (CAGR) of 32.7% between 2018 and 2023.

The digital video segment accounted for the market's largest proportion in 2023, with total revenues of \$2,896 million, equivalent to 88.6% of the market's overall value.

Italy accounted for a 1.4% share of the global digital media market in 2023.

#### Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, 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 2023?

What will be the size of the Italy digital media market in 2028?

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

How has the market performed over the last five years?

What are the main segments that make up Italy's digital media market?

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