

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

<https://marketpublishers.com/r/D86CCD8CB69DEN.html>

Date: April 2021

Pages: 53

Price: US\$ 350.00 (Single User License)

ID: D86CCD8CB69DEN

## Abstracts

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### SUMMARY

Digital Media in Norway industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 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 Norwegian digital media market had total revenues of \$0.5bn in 2020, representing a compound annual growth rate (CAGR) of 14.7% between 2016 and 2020.

The Digital Video segment was the market's most lucrative in 2020, with total revenues of \$0.4bn, equivalent to 80.3% of the market's overall value.

The Norwegian digital media market's value grew by 3.4% in 2020, a weak performance for a second consecutive year although slightly accelerated than in 2019, with demand for digital content increasing 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 Norway

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

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 Norway digital media market with five year forecasts by both value and volume

## REASONS TO BUY

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

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

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

How has the market performed over the last five years?

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

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