

# Digital Media in the United States

<https://marketpublishers.com/r/D87F140B5B6EN.html>

Date: October 2020

Pages: 48

Price: US\$ 350.00 (Single User License)

ID: D87F140B5B6EN

## Abstracts

Digital Media in the United States

### Summary

Digital Media in the United States 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 US digital media market had total revenues of \$29.7bn in 2019, representing a compound annual growth rate (CAGR) of 23.6% between 2015 and 2019.

The video segment was the market's most lucrative in 2019, with total revenues of \$18.5bn, equivalent to 62.3% of the market's overall value.

The growth of the US market continued to be driven by streaming services in the video and music segments in 2019.

### Scope

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

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

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

## **Reasons to Buy**

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

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

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

How has the market performed over the last five years?

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

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### COMPANIES MENTIONED

Apple Inc

Alphabet Inc

Spotify AB

Amazon.com, Inc.

Netflix Inc.

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