

Europe Media Market Summary, Competitive Analysis and Forecast to 2027

<https://marketpublishers.com/r/EC54356C12B8EN.html>

Date: February 2023

Pages: 62

Price: US\$ 350.00 (Single User License)

ID: EC54356C12B8EN

Abstracts

Europe Media Market @Summary, Competitive Analysis and Forecast to 2027

SUMMARY

Media in Europe industry profile provides top-line qualitative and quantitative summary information including: market size (value 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

The media industry consists of the advertising, broadcasting & cable TV, publishing, and movies & entertainment markets.

The European media industry had total revenues of \$285.9 billion in 2021, representing a compound annual growth rate (CAGR) of 0.7% between 2016 and 2021.

The Advertising segment accounted for industry's the largest proportion in 2021, with total revenues of \$137.0 billion, equivalent to 47.9% of the industry's overall value.

Accordingly, the increased footfall in movie theatres boosted the previously plunged sales in the box office, with revenues in this segment of the European market up by 39% in 2021.

SCOPE

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

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

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

Add weight to presentations and pitches by understanding the future growth prospects of the Europe media market with five year forecasts

REASONS TO BUY

What was the size of the Europe media market by value in 2022?

What will be the size of the Europe media market in 2027?

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

How has the market performed over the last five years?

Contents

1 EXECUTIVE SUMMARY

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Category segmentation
- 1.4. Geography segmentation
- 1.5. Market rivalry
- 1.6. Competitive Landscape

2 MARKET OVERVIEW

- 2.1. Market definition
- 2.2. Market analysis

3 MARKET DATA

- 3.1. Market value

4 MARKET SEGMENTATION

- 4.1. Category segmentation
- 4.2. Geography segmentation

5 MARKET OUTLOOK

- 5.1. Market value forecast

6 FIVE FORCES ANALYSIS

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 COMPETITIVE LANDSCAPE

- 7.1. Who are the leading players?
- 7.2. How is technology being used in the leading players' strategies?
- 7.3. Which companies offer substitutes to the main industry?
- 7.4. How has COVID-19 affected this industry's segments in 2020?

8 COMPANY PROFILES

- 8.1. WPP plc
- 8.2. Sky Limited
- 8.3. AT&T Inc
- 8.4. Bertelsmann SE & Co. KGaA
- 8.5. Pearson plc
- 8.6. The Walt Disney Company
- 8.7. Omnicom Group, Inc.

9 MACROECONOMIC INDICATORS

- 9.1. Country data

10 APPENDIX

- 10.1. Methodology
- 10.2. Industry associations
- 10.3. Related MarketLine research
- 10.4. About MarketLine

List Of Tables

LIST OF TABLES

Table 1: Europe media industry value: \$ billion, 2017-22(e)

Table 2: Europe media industry category segmentation: % share, by value, 2017–2022(e)

Table 3: Europe media industry category segmentation: \$ billion, 2017-2022

Table 4: Europe media industry geography segmentation: \$ billion, 2022(e)

Table 5: Europe media industry value forecast: \$ billion, 2022-27

Table 6: WPP plc: key facts

Table 7: WPP plc: Annual Financial Ratios

Table 8: WPP plc: Key Employees

Table 9: WPP plc: Key Employees Continued

Table 10: Sky Limited: key facts

Table 11: Sky Limited: Key Employees

Table 12: AT&T Inc: key facts

Table 13: AT&T Inc: Annual Financial Ratios

Table 14: AT&T Inc: Key Employees

Table 15: AT&T Inc: Key Employees Continued

Table 16: Bertelsmann SE & Co. KGaA: key facts

Table 17: Bertelsmann SE & Co. KGaA: Key Employees

Table 18: Pearson plc: key facts

Table 19: Pearson plc: Annual Financial Ratios

Table 20: Pearson plc: Key Employees

Table 21: The Walt Disney Company: key facts

Table 22: The Walt Disney Company: Annual Financial Ratios

Table 23: The Walt Disney Company: Key Employees

Table 24: The Walt Disney Company: Key Employees Continued

Table 25: Omnicom Group, Inc.: key facts

Table 26: Omnicom Group, Inc.: Annual Financial Ratios

Table 27: Omnicom Group, Inc.: Key Employees

Table 28: Omnicom Group, Inc.: Key Employees Continued

Table 29: Europe size of population (million), 2018–22

Table 30: Europe gdp (constant 2005 prices, \$ billion), 2018–22

Table 31: Europe gdp (current prices, \$ billion), 2018–22

Table 32: Europe inflation, 2018–22

Table 33: Europe consumer price index (absolute), 2018–22

Table 34: Europe exchange rate, 2017–21

List Of Figures

LIST OF FIGURES

Figure 1: Europe media industry value: \$ billion, 2017-22(e)

Figure 2: Europe media industry category segmentation: \$ billion, 2017-2022

Figure 3: Europe media industry geography segmentation: % share, by value, 2022(e)

Figure 4: Europe media industry value forecast: \$ billion, 2022-27

Figure 5: Forces driving competition in the media industry in Europe, 2022

Figure 6: Drivers of buyer power in the media industry in Europe, 2022

Figure 7: Drivers of supplier power in the media industry in Europe, 2022

Figure 8: Factors influencing the likelihood of new entrants in the media industry in Europe, 2022

Figure 9: Factors influencing the threat of substitutes in the media industry in Europe, 2022

Figure 10: Drivers of degree of rivalry in the media industry in Europe, 2022

I would like to order

Product name: Europe Media Market Summary, Competitive Analysis and Forecast to 2027

Product link: <https://marketpublishers.com/r/EC54356C12B8EN.html>

Price: US\$ 350.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/EC54356C12B8EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970