

Global Broadcasting & Cable TV Industry Profile & Value Chain Analysis

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Abstracts

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SUMMARY

Global Broadcasting & Cable TV industry profile provides top-line qualitative and quantitative summary information including: market size (value 2012-16, and forecast to 2021). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

SYNOPSIS

Essential resource for top-line data and analysis covering the global broadcasting & cable tv market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

The value chain analysis reveals the business activities which comprise the global broadcasting & cable TV market value chain. All key stages are highlighted, along with examples of companies active, and assessments of the burning issues for every stage of the value chain. Key value chain stages analyzed include content creators, networks, network operators, and consumers.

KEY HIGHLIGHTS

The broadcasting & cable TV market consists of all terrestrial, cable and satellite broadcasters of digital and analog television programming.

The global broadcasting & cable TV market had total revenues of \$439.1bn in 2016, representing a compound annual growth rate (CAGR) of 2.8% between 2012 and 2016.

The TV advertising segment was the market's most lucrative in 2016, with total revenues of \$198.8bn, equivalent to 45.3% of the market's overall value.

Globally the United States is the largest market for broadcasting & cable TV. However the fastest growth is taking place in the less mature markets of the Asia-Pacific region, with the markets in countries like Indonesia, India and China growing at fast speeds.

Network operators demonstrate a high degree of vertical integration. There is also the opportunity for governments to be involved in a public service model.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the broadcasting & cable tv market

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global broadcasting & cable tv market

Leading company profiles reveal details of key broadcasting & cable tv market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global broadcasting & cable tv market with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global broadcasting & cable TV market value chain

See examples of companies active at each stage of the global broadcasting & cable TV market value chain

Examine trends and burning issues impacting the global broadcasting & cable TV market value chain

REASONS TO BUY

What was the size of the global broadcasting & cable tv market by value in 2016?

What will be the size of the global broadcasting & cable tv market in 2021?

What factors are affecting the strength of competition in the global broadcasting & cable tv market?

How has the market performed over the last five years?

What are the main segments that make up the global broadcasting & cable tv market?

What are the key stages of the global broadcasting & cable tv market value chain?

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