

Global Broadcasting & Cable TV

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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 share, market size (value and volume 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

Broadcasting & cable TV market consists of all terrestrial, cable, and satellite broadcasters of digital and analog television programming. The market value represents the revenues generated by market players in a specific year.

The global broadcasting & cable TV market recorded revenues of \$433.4 billion in 2023, representing a negative compound annual growth rate (CAGR) of 3.9% between 2018 and 2023.

The TV subscriptions segment accounted for the market's largest proportion in 2023, with total revenues of \$200.4 billion, equivalent to 46.2% of the market's overall value.

The contraction of the market during 2018-23 is attributed to the shift in consumer preference towards over-the-top (OTT) streaming services. According to GlobalData, in 2023, the US, Japan, and Germany recorded 36.9 million, 5.3 million, and 5.0 million, respectively, of net additions to their subscription video-

on-demand (SVoD) accounts.

Scope

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

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 by both value and volume

Reasons to Buy

What was the size of the Global broadcasting & cable tv market by value in 2023?

What will be the size of the Global broadcasting & cable tv market in 2028?

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?

Who are the top competitors in the global's broadcasting & cable tv market?

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