

Global Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast, 2017-2026

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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 2017-21, and forecast to 2026). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

KEY HIGHLIGHTS

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

The global broadcasting and cable TV market had total revenues of \$472.3 billion in 2021, representing a compound annual growth rate (CAGR) of 1.4% between 2016 and 2021.

The TV advertising segment was the market's most lucrative in 2021, with total revenues of \$229.4 billion, equivalent to 48.6% of the market's overall value.

Consumers continue to shift their media consumption towards digital and online media, mobile devices and on-demand content.

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

REASONS TO BUY

What was the size of the Global broadcasting & cable tv market by value in 2021?

What will be the size of the Global broadcasting & cable tv market in 2026?

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's broadcasting & cable tv market?

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. What strategies do the leading players follow?
- 7.3. Have there been any challengers/disruptors in the market?

8 COMPANY PROFILES

- 8.1. Comcast Corporation
- 8.2. Paramount Global Inc
- 8.3. RTL Group SA
- 8.4. Sky Limited
- 8.5. Zee Entertainment Enterprises Limited
- 8.6. China Central Television

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: Global broadcasting & cable tv market value: \$ billion, 2016-21

Table 2: Global broadcasting & cable tv market category segmentation: % share, by value, 2016-2021

Table 3: Global broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Table 4: Global broadcasting & cable tv market geography segmentation: \$ billion, 2021

Table 5: Global broadcasting & cable tv market value forecast: \$ billion, 2021-26

Table 6: Comcast Corporation: key facts

Table 7: Comcast Corporation: Annual Financial Ratios

Table 8: Comcast Corporation: Key Employees

Table 9: Comcast Corporation: Key Employees Continued

Table 10: Comcast Corporation: Key Employees Continued

Table 11: Paramount Global Inc: key facts

Table 12: Paramount Global Inc: Annual Financial Ratios

Table 13: Paramount Global Inc: Key Employees

Table 14: Paramount Global Inc: Key Employees Continued

Table 15: Paramount Global Inc: Key Employees Continued

Table 16: RTL Group SA: key facts

Table 17: RTL Group SA: Annual Financial Ratios

Table 18: RTL Group SA: Key Employees

Table 19: Sky Limited: key facts

Table 20: Sky Limited: Key Employees

Table 21: Zee Entertainment Enterprises Limited: key facts

Table 22: Zee Entertainment Enterprises Limited: Annual Financial Ratios

Table 23: Zee Entertainment Enterprises Limited: Key Employees

Table 24: Zee Entertainment Enterprises Limited: Key Employees Continued

Table 25: Zee Entertainment Enterprises Limited: Key Employees Continued

Table 26: China Central Television: key facts

Table 27: China Central Television: Key Employees

Table 28: Global exchange rate, 2017-21

List Of Figures

LIST OF FIGURES

Figure 1: Global broadcasting & cable tv market value: \$ billion, 2016-21

Figure 2: Global broadcasting & cable tv market category segmentation: \$ billion, 2016-2021

Figure 3: Global broadcasting & cable tv market geography segmentation: % share, by value, 2021

Figure 4: Global broadcasting & cable tv market value forecast: \$ billion, 2021-26

Figure 5: Forces driving competition in the global broadcasting & cable tv market, 2021

Figure 6: Drivers of buyer power in the global broadcasting & cable tv market, 2021

Figure 7: Drivers of supplier power in the global broadcasting & cable tv market, 2021

Figure 8: Factors influencing the likelihood of new entrants in the global broadcasting & cable tv market, 2021

Figure 9: Factors influencing the threat of substitutes in the global broadcasting & cable tv market, 2021

Figure 10: Drivers of degree of rivalry in the global broadcasting & cable tv market, 2021

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