

Global Broadcasting and Cable TV Market Summary, Competitive Analysis and Forecast to 2027

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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 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 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 \$443.5 billion in 2022, representing a negative compound annual growth rate (CAGR) of 1.8% between 2017 and 2022.

The TV subscriptions segment accounted for the market's largest proportion in 2022, with total revenues of \$207.0 billion, equivalent to 46.7% of the market's overall value.

In the global broadcasting & cable TV market, North America and Asia-Pacific are the largest regions, accounting for a share of 38.7% and 33.7%,

respectively, followed by Europe (22.5%) in 2022.

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 2022?

What will be the size of the Global broadcasting & cable tv market in 2027?

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?

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. What are the strengths of the leading players?

8 COMPANY PROFILES

- 8.1. RTL Group SA
- 8.2. Zee Entertainment Enterprises Limited
- 8.3. Comcast Corporation
- 8.4. China Central Television
- 8.5. Paramount Global 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: Global broadcasting & cable tv market value: \$ billion, 2017–22

Table 2: Global broadcasting & cable tv market category segmentation: % share, by value, 2017–2022

Table 3: Global broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Table 4: Global broadcasting & cable tv market geography segmentation: \$ billion, 2022

Table 5: Global broadcasting & cable tv market value forecast: \$ billion, 2022–27

Table 6: RTL Group SA: key facts

Table 7: RTL Group SA: Annual Financial Ratios

Table 8: RTL Group SA: Key Employees

Table 9: RTL Group SA: Key Employees Continued

Table 10: Zee Entertainment Enterprises Limited: key facts

Table 11: Zee Entertainment Enterprises Limited: Annual Financial Ratios

Table 12: Zee Entertainment Enterprises Limited: Key Employees

Table 13: Zee Entertainment Enterprises Limited: Key Employees Continued

Table 14: Zee Entertainment Enterprises Limited: Key Employees Continued

Table 15: Comcast Corporation: key facts

Table 16: Comcast Corporation: Annual Financial Ratios

Table 17: Comcast Corporation: Key Employees

Table 18: Comcast Corporation: Key Employees Continued

Table 19: Comcast Corporation: Key Employees Continued

Table 20: Comcast Corporation: Key Employees Continued

Table 21: China Central Television: key facts

Table 22: China Central Television: Key Employees

Table 23: Paramount Global Inc: key facts

Table 24: Paramount Global Inc: Annual Financial Ratios

Table 25: Paramount Global Inc: Key Employees

Table 26: Paramount Global Inc: Key Employees Continued

Table 27: Paramount Global Inc: Key Employees Continued

Table 28: Global exchange rate, 2018–22

List Of Figures

LIST OF FIGURES

Figure 1: Global broadcasting & cable tv market value: \$ billion, 2017–22

Figure 2: Global broadcasting & cable tv market category segmentation: \$ billion, 2017-2022

Figure 3: Global broadcasting & cable tv market geography segmentation: % share, by value, 2022

Figure 4: Global broadcasting & cable tv market value forecast: \$ billion, 2022–27

Figure 5: Forces driving competition in the global broadcasting & cable tv market, 2022

Figure 6: Drivers of buyer power in the global broadcasting & cable tv market, 2022

Figure 7: Drivers of supplier power in the global broadcasting & cable tv market, 2022

Figure 8: Factors influencing the likelihood of new entrants in the global broadcasting & cable tv market, 2022

Figure 9: Factors influencing the threat of substitutes in the global broadcasting & cable tv market, 2022

Figure 10: Drivers of degree of rivalry in the global broadcasting & cable tv market, 2022

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