

Global Media Industry Profile & Value Chain Analysis

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Abstracts

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SUMMARY

Global media 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 industry.

The value and supply chain analysis reveals the business activities which comprise the global media value /supply 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/supply chain stages analyzed include content creators, aggregation and publishing, distribution, and end-users.

SYNOPSIS

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

KEY HIGHLIGHTS

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

The global media industry had total revenues of \$878.1bn in 2016, representing a compound annual growth rate (CAGR) of 1.6% between 2012 and 2016.

The broadcasting & cable TV segment was the industry's most lucrative in 2016, with total revenues of \$439.1bn, equivalent to 50% of the industry's overall value.

Such factors as video and music piracy have had an impact on this industry. In most markets, the physical DVD business is crumbling. However, there is a growing demand for digital video, which is helping to offset declines to a certain extent. The music segment in particular is struggling, which is largely due to the decline in not only physical music sales, but also digital downloads as streaming becomes more popular.

Given media's wide scope, there are a variety of aggregating and publishing functions per segment. In some cases there is overlap, with large mass media conglomerates involved in several areas.

Distributors demonstrate a high degree of vertical integration, such as Amazon being active in publishing and retailing.

SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the media industry

Use the five forces analysis to determine the competitive intensity and therefore attractiveness of the global media industry

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 global media industry with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global media industry value/supply chain

See examples of companies active at each stage of the global media industry value/supply chain

Examine trends and burning issues impacting the global media industry value/supply chain

REASONS TO BUY

What was the size of the global media industry by value in 2016?

What will be the size of the global media industry in 2021?

What factors are affecting the strength of competition in the global media industry?

How has the market performed over the last five years?

What are the main segments that make up the global media industry?

What are the main segments that make up the global media industry?

Who are the top competitors in the global media industry?

What are the key stages and sub-stages of the global media value/supply chain?

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