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Global Publishing Industry Profile & Value Chain Analysis

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Abstracts

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SUMMARY

Global Publishing industry profile provides top-line qualitative and quantitative summary information including: market size (value 2013-17, and forecast to 2022). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

The value/supply chain analysis reveals the business activities which comprise the global publishing market's 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/supply chain. Key value/supply chain stages analyzed include content creators, publishers, printers, distribution companies, and retailers.

SYNOPSIS

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

KEY HIGHLIGHTS

The publishing market consists of books, newspaper and magazines segments.

The global publishing market had total revenues of $261.2bn in 2017,

representing a compound annual rate of change (CARC) of -0.4% between 2013 and 2017.

The books segment was the market's most lucrative in 2017, with total revenues of $121bn, equivalent to 46.3% of the market's overall value.

This market will remain subdued as social media and the prevalence of mobile devices continue to act as a disruptive force in the newspapers segment of the market. What’s more, magazines will continue to struggle as the availability of substitutes, particularly online content, continues to grow.

Some publishers, most evidently the so-called ‘Big Five’, publish all kinds of books, from autobiographies to academic works. Others specialize in certain fields such as reference books or academic works. Media conglomerates are heavily involved in newspaper and magazine publishing.

Printers have traditionally focused on printing physical books but ebooks are assuming greater importance. There is some forward integration at this stage with large newspaper and magazine publishers having printing operations

SCOPE

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

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the global publishing market

Leading company profiles reveal details of key publishing market players’ global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the global publishing market with five year forecasts

Quickly and easily identify the key stages and sub-stages of the global publishing market value/supply chain

See examples of companies active at each stage of the global publishing market

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value/supply chain

Examine trends and burning issues impacting the global publishing market value/supply chain

REASONS TO BUY

What was the size of the global publishing market by value in 2017?

What will be the size of the global publishing market in 2022?

What factors are affecting the strength of competition in the global publishing market?

How has the market performed over the last five years?

What are the main segments that make up the global publishing market?

Who are the top competitors in the global publishing market?

What are the key stages of the global publishing market value/supply chain?

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Contents

Executive Summary
Value chain analysis
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Value Chain Analysis
Publishing Market complete value chain overview
Content Creators
Publishers
Printers
Distribution Companies
Retailers
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
Bertelsmann AG
Lagardere SCA
News Corporation
Time Warner Inc.
Methodology

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Industry associations
Related MarketLine research
Appendix
About MarketLine

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List Of Tables

LIST OF TABLES

Table 1: Global publishing market value: $ million, 2013-17
Table 2: Global publishing market category segmentation: $ million, 2017
Table 3: Global publishing market geography segmentation: $ million, 2017
Table 4: Global publishing market value forecast: $ million, 2017-22
Table 5: Bertelsmann AG: key facts
Table 6: Bertelsmann AG: key financials ($)
Table 7: Bertelsmann AG: key financials (€)
Table 8: Bertelsmann AG: key financial ratios
Table 9: Lagardere SCA: key facts
Table 10: Lagardere SCA: key financials ($)
Table 11: Lagardere SCA: key financials (€)
Table 12: Lagardere SCA: key financial ratios
Table 13: News Corporation: key facts
Table 14: News Corporation: key financials ($)
Table 15: News Corporation: key financial ratios
Table 16: Time Warner Inc.: key facts
Table 17: Time Warner Inc.: key financials ($)
Table 18: Time Warner Inc.: key financial ratios

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List Of Figures

LIST OF FIGURES

Figure 1: Publishing Market complete value chain overview
Figure 2: Publishing Market complete value chain with active companies
Figure 3: Content Creators - Overview
Figure 4: Publishers - Overview
Figure 5: Printers - Overview
Figure 6: Distribution Companies - Overview
Figure 7: Distribution Companies - Overview
Figure 8: Global publishing market value: $ million, 2013-17
Figure 9: Global publishing market category segmentation: % share, by value, 2017
Figure 10: Global publishing market geography segmentation: % share, by value, 2017
Figure 11: Global publishing market value forecast: $ million, 2017-22
Figure 12: Forces driving competition in the global publishing market, 2017
Figure 13: Drivers of buyer power in the global publishing market, 2017
Figure 14: Drivers of supplier power in the global publishing market, 2017
Figure 15: Factors influencing the likelihood of new entrants in the global publishing market, 2017
Figure 16: Factors influencing the threat of substitutes in the global publishing market, 2017
Figure 17: Drivers of degree of rivalry in the global publishing market, 2017
Figure 18: Bertelsmann AG: revenues & profitability
Figure 19: Bertelsmann AG: assets & liabilities
Figure 20: Lagardere SCA: revenues & profitability
Figure 21: Lagardere SCA: assets & liabilities
Figure 22: News Corporation: revenues & profitability
Figure 23: News Corporation: assets & liabilities
Figure 24: Time Warner Inc.: revenues & profitability
Figure 25: Time Warner Inc.: assets & liabilities

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